

COURSE: STRATEGY (GLOBAL BUSSINESS STRATEGY)

SEMESTER: 6

YEAR: 3

CREDITS: 10 UDD, 6 ECTS

REQUIREMENTS: MICROECONOMICS AND FINANCE I.

Units	content
Unit I: Business Strategy	<ul style="list-style-type: none"> • What is strategy
Unit II: Development of Business Strategy	<ul style="list-style-type: none"> • External Strategic Analysis: Environment and Industry • Internal Strategic Analysis • Strategy Formulation
Unit III: Dimensions of Business Strategy Success	<ul style="list-style-type: none"> • Strategic Interactions • Corporate Strategy • International Strategy
Unit IV: New Business Strategies	<ul style="list-style-type: none"> • Strategy and Innovation • Digital Strategy • New Trends in Strategic Management
Unit V: Implementation of Business Strategy	<ul style="list-style-type: none"> • Strategic Implementation