

Course program

Course title: Corporate Strategy (Strategic Schools)	Neptun code: GTGVG4090D
	Course type: Required for specialisation
Name and position of course coordinator: Gyula Fülöp, professor	
Name(s) and position(s) of teaching assintat(s):	
Suggested semester: 2 nd , Spring	Prerequisite course(s): Business Economics
Weekly lecture+seminar hours: 2+0	Evaluation method: exam
Credits: 5	Study format: full time and part time
<p>Course objectives:</p> <p>After taking part on the course programme the students will be able to</p> <ul style="list-style-type: none"> – describe the characteristics of strategic decision and define what is mean by strategy and strategic management, – explain the elements of the strategic management model and understand how the strategy develops, – understand the various strategic schools from different perspectives and find relevant examples. <p>The program provides opportunity to deal with strategic problems having different perspectives through such means as case study writing.</p>	
<p>Course content and structure:</p> <ol style="list-style-type: none"> 1. Introducing Strategy and Strategic Management <ol style="list-style-type: none"> 1.1. What is Strategy? 1.2. The Challenges of Strategic Management <ul style="list-style-type: none"> – The Strategic Position – Strategic Choices – Strategy into Action 2. The Typology and Dimensions of the Strategic Schools <ol style="list-style-type: none"> 2.1. Prescriptive Schools <ul style="list-style-type: none"> – The Design School – The Planning School – The Positioning School 2.2. Descriptive Schools <ul style="list-style-type: none"> – The Entrepreneurial School – The Cognitive School – The Learning School – The Power School – The Cultural School – The Environmental School 2.3. Configuration School <p>LEARNING MATERIAL: Lecture notes and the preferential textbook</p>	
Evaluation method:	

Prerequisite for credit-points:

- Presence on the five lectures in the term-time (Thursday, 8.00-10.00)
- Writing a 20-25-page case study in relation to one of the strategic schools based on an independently chosen company and submit, present it to the lecturer by the end of the term-time
- Oral exam combination with the case study presentation

Comments: The full and the part time Ph.D-students have to be present on the lectures.

Required reading:

1. *Johnson, G. – Scholes, K. – Whittington, R.: Exploring Corporate Strategy.* Prentice Hall, London, 2006. (ISBN: 0-273-71017-6)

Suggested reading:

1. *Mintzberg, H. – Alstrand, B. – Lampel, J.: Strategy Safari.* The Free Press, New York, 2005. (ISBN: 0-684-84743-4)
2. *Tompson, A. – Strickland, A.: Strategic Management. Concepts and Cases.* BPI-IRWIN, Boston, 2006. (ISBN: 0-256-08493-9)
3. *Jauch, L. – Glueck, W.: Strategic Management for Decision Making.* McGraw Hill, New York, 2008. (ISBN: 0-07-100507-2)
4. *Fülöp Gy.: Stratégiai menedzsment – Elmélet és gyakorlat.* Perfekt Kiadó, Budapest, 2008. (ISBN: 978-963-394-748-7)