



Business Strategy

Visiting Professor: Prof. Peter MATEJA (Odette School of Business; University of Windsor - Ontario, Canada)

Short description of the lecture:

Strategy management is an essential skill for managers. It is a plan of action towards specific results. Strategic management is an organization-wide process for determining the business' sense of purpose, direction and competitiveness. This is vital in a global economy that is constantly undergoing change. An effective manager asks the right questions and seeks the right information to make informed and strategic decisions.

Business strategy provides students with an integration of functional subjects like Finance, Production, Marketing and Human Resources into the context of management.

This course will provide tools and context and practice applying concepts into understanding how businesses address the competitive environment in which they operate. As a result, effective organizations are the ones that understand and respond well to their environment, leveraging competencies and capabilities.

Students will obtain an executive-level perspective to issues and acquire and refine skills to make them successful in that context. Cases and other tools are used to expose students to the context and simulate what is like to be in the role of a decision-maker.

Terminy wykładów			
Data	Dzień tyg.	Godzina	Sala
2015-04-23	Cz	16.15-21.00	ZiE 401
2015-04-24	Pt	16.15-21.00	ZiE 202
2015-04-25	So	8.15-13.00	GG 300