

1. Course (module) name	2. Code
Strategic Management	N200AM16BNVM023

3. Lecturer (s)	4. Division(s)
Coordinator: Prof. Dr. Arūnas Augustinaitis Other (s):	Business School

5. Cycle of studies	6. Course (module) level	7. Course (module) type
First	Course is not divided into parts	Mandatory

8. Delivery form	9. Delivery period	10. Delivery language (s)
Full-time	Semester 5	English

11. Requirements for students	
Preliminary requirements:	Associated requirements (if any):
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12. Scope of course (module) in ECTS credits	13. Full workload of a student (hours)	14. Contact work hours	15. Independent work hours
6	160	40	120

16. Course (module) purpose: competences developer by the course programme
To provide comprehensive fundamentals in strategic management for aviation management students.

17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement			
Results (targets) of the course	Results of the course	Methods of studies	Evaluation methods of academic achievements
Students have to acquire new scientific knowledge in the field of management, be able to understand and to analyze the global aviation events and laws.	Students will be able to think strategically in the turbulent environment of social and technological context, they will gain comprehensive knowledge about strategic theories, conceptions, and paradigms in the global environment including the main trends for prospective development.	Classic lectures, analysis of literature, active learning methods (teamwork, creative assignments discussions, brainstorm, etc.)	Written exam.
	Students will be to understand the basics of strategic management in the modern business organization, highlighting technological development, innovation environment, influence of global economy. They will understand the methods of prognostics and future foresights.	Interactive teaching, lectures, analysis of literature, experiential learning methods (discussions, brainstorm, etc.), individual case studies, and public presentations.	Evaluation of individual assignments, written exam.
	Students will be able to use the newest methodologies of strategic management, applying to the specific business areas, they will be able to organize the	Analysis of information, project-based learning methods (discussions, brainstorm, etc.), team work, group project.	Evaluation of group project.

	processes of strategic planning and implementing of corporate strategies in the enterprises of different business sectors.		
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18. Course content									
Topics	Contact work hours and learning method							Time of independent studies and tasks	
	Lectures	Consultations	Seminars	Exercises	Laboratory work	Practice	All contact work	Independent work	Tasks
1. Global management strategy	2		2				4	10	Literature analysis, additional information analysis, preparation for discussions, preparedness for analysis of individual and group assignments.
2. Corporate Strategy	2		2				4	10	Literature analysis, additional information analysis, preparation for discussions, work on individual and group assignments.
3. Innovation and technology strategies	4		4				8	20	Literature analysis, additional information analysis, preparation for discussions, work on individual and group assignments.
4. Strategic reorganizations: Mergers, acquisitions, and alliance	2		2				4	10	Literature analysis, additional information analysis, preparation for discussions, work on individual and group assignments.
5. Strategic planning and organization	4		4				8	20	Literature analysis, additional information analysis, preparation for discussions, work

									on individual and group assignments.
6. Future foresight methodology implementation	2		2				4	15	Literature analysis, additional information analysis, preparation for discussions, work on individual and group assignments.
7. Strategic information management, BigData and communications	2		2				4	15	Literature analysis, additional information analysis, preparation for discussions, work on individual and group assignments.
8. Strategic thinking in the contexts of global economy	2		2				4	10	Literature analysis, additional information analysis, preparation for discussions, analysis of individual and group assignments.
Total	20	-	20	-	-	-	40	120	

19. Strategy and criteria of student assessment			
Assessment method	Per cent	Delivery time	Evaluation criteria
Group project	25	Semester	Relevance of the group project topic, understanding of the topic and ability to analyse and understand technological innovation strategies and management processes, ability to demonstrate comprehensive knowledge, extensive and appropriate bibliography list, originality, creativity and communication skills. 10-9: Excellent knowledge and skills. 8-7: Good knowledge and skills. 6-5: Average knowledge and skills. 4-0: Minimal requirements are not fulfilled.
Individual assignment	20	Semester	Comprehensive understanding of the topic, ability to identify and analyse problems and explain them to colleagues, ability to find and use additional information sources, clear and logical presentation, communication skills. 10-9: Excellent knowledge and skills. 8-7: Good knowledge and skills. 6-5: Average knowledge and skills. 4-0: Minimal requirements are not fulfilled.
Exam	55	Exam Session	Ability to demonstrate knowledge and comprehensive understanding of the question. 10-9: Excellent knowledge and skills. 8-7: Good knowledge and skills. 6-5: Average knowledge and skills.

			4-0: Minimal requirements are not fulfilled.
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20. Sources of study, literature			
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Mandatory sources of study, literature			
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| <ol style="list-style-type: none">1. Strategic Management and Business Policy: Globalization, Innovation and Sustainability: Globalization, Innovation, and Sustainability: by Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Charles E. Bamford. 14th Ed. Edinburgh: Pearson Education Ltd. 2015.2. Strategy, Innovation and Change: Challenges for Management. Galavan R, Murray J., Markide C (eds.). Oxford; New York: Oxford University Press, 2008.3. Rothaermel F.T. Loose-Leaf for Strategic Management: Concepts and Cases 1st Edition. McGraw-Hill Education. 2012. | | | |
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Additional sources of study, literature			
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| <ol style="list-style-type: none">1. David F. Strategic Management: Concepts and Cases, 15th Global Edition. Pearson Education Ltd. 2015.2. Fleisher C.S., Bensoussan B.E. Business and Competitive Analysis. Effective Application of New and Classic Methods, Upper Saddle River, New Jersey: FT, Pearson Education, 2007.3. Strategic Information Managemen. Challenges and Strategies in Managing Information Systems, 4th Edition. Ed. by Robert D. Galliers, Dorothy E. Leidner. Routledge.2009. | | | |
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