

Course title: Strategic Management and Planning	Credits 5	Course code:
Type of the course	Assessment:	
EQFS level:	Portfolio	X
Lecture X	Oral exam	X
Seminar X	In-class activities participation	X
Practice		
Semester (according to the standard curriculum): 5-6		
Course availability (according to the standard curriculum): Spring or Autumn		
Language of instruction (if not in Hungarian): English		
Prerequisites (according to the standard curriculum): English B2		
Type of the course (compulsory, obligatory elective, free elective): compulsory		
Course schedule: http://www.kodolanyi.hu/neptun/		
<p>Course objectives: The course aims at preparing the students to become:</p> <ul style="list-style-type: none"> - capable of understanding strategic planning and implementation processes in general, and capable of internationalization for global business environment by using their economic knowledge, applying business knowledge and tools, - capable of understanding and analysing operative and functional business processes of the organizations and institutions, - capable of understanding principles and multilevel regional governance system of business enterprises, - capable of organization and management of new creative, innovative, quality-oriented programs, - capable of intercultural communication and interactions with partners. <p>Learning outcomes (based on professional competences): Upon completion of this course, students will have high degree in the following fields of abilities:</p> <p>Knowledge: Students</p> <ul style="list-style-type: none"> - acquire advanced knowledge concerning global, international and local political, legal, economic environment. - are familiar with different international service providers' networks, multilateral political practices, - are able to make and implement strategic plans considering their needs and resources, - are familiar with micro-and macro-level theories and practices and engaged with basic information gathering and analysis methods. <p>Skills: Students are capable of</p> <ul style="list-style-type: none"> - leading complex planning, implementation and financial resource management processes, - cooperation, working in teams and leading them in the fulfilment of their strategies, - data collection, arrangement and analysis using IT tools, - demonstrating their knowledge of internal and external operational processes and assessment. <p>Business competencies, behaviour and attitudes: Students</p> <ul style="list-style-type: none"> - have innovative attitude and proactive and constructive behaviour, - are open to new scientific and practical results and they contribute to innovative solutions, - are open to new business opportunities, - are capable of analysing facts and circumstances to determine the cause of a problem and identifying and selecting appropriate solutions, - have an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation and their use in generating business contacts. 		

Foreign language competences:

Students can function independently and with a great deal of precision on a wide variety of subjects and in almost any setting without any prior preparation.

- Can understand a wide range of demanding, longer texts, and recognize implicit meaning.
- Can express ideas fluently and spontaneously without much obvious searching for expressions.
- Can use language flexibly and effectively for social, academic and professional purposes.
- Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.

Teaching methods:

Traditional lectures will be substituted by interactive in-class exchange of ideas, while setting up business co-operations and planning wide-effecting processes are in the core of the activities. Besides, students will have compulsory readings week to week. They will learn how to apply theories and best practices in the strategic management through simulations, role playing, case studies and discussions.

Requirements:

Students are expected to fulfill criteria as follows:

- Do at least 75% of the homework given by the lecturer during the semester. 30%
- Make a complex strategic plan for an organization in teams of two or three. The plan is to reflect the students' proficiency in the field. 50%
- Make a presentation of the strategic plan and discuss it in-class. 10%
- Make a mid-term presentation 10%

Assessment & Grading:

91-100% excellent

81-90% good

71-80% satisfactory

51-70% pass

0-50% fail

Pass

Some knowledge and presentation of well-known facts in test, descriptive but adequately used theories in written presentation.

Satisfactory

General description of theories and used concepts or definitions with some data presentation.

Good

Adequate and coherent interpretation of theories, extended knowledge of element information about financial issues.

Excellent:

Detailed, contextual description and analysis, correct data use, free of irrelevant amendments, correct calculations and definitions of both theories and data.

Department/faculty responsible for the course:

Department of International Interdisciplinary Studies

Required average students' working hours (number of credits multiplied by 30): 150

Individual assignments (expected number of hours and list of activities):

Contact hours	30
Reading scientific literature	50
Preparing the strategic plan	30
Preparation for the oral presentations	20
Preparing the homework projects	20

Course leader: Zsuzsanna Wirthné Móricz

Lecturers: Zsuzsanna Wirthné Móricz