

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/100AM/21	Course title: Strategic Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 7	
Recommended semester: 1., 3.	
Educational level: I., II.	
Prerequisites:	
Course requirements: Evaluation during the the semester (60 percent), final exam in the exam period (40 percent). 60 percent of evaluation during the semester can be obtained for the elaboration of project, class activities and testing of knowledge. The final exam in the exam period is written. The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 60-65%; F = 0-59% points. Scale of assessment (preliminary/final): 60/40	
Learning outcomes: - Advanced understanding of strategy and strategic management - Application of various methods, tools and models in strategic management - Development of analytical and strategic thinking skills and practical application of knowledge on selected company/companies	
Class syllabus: 1. Introduction 2. Nature of Strategic Management 3. Key Terms and Relations in Strategic Management 4. Strategic Management Process 5. The Business Vision and Mission 6. Analysis of Macro Environment 7. Analysis of Industry 8. Analysis of Industry (recapitulation) 9. Analysis of Internal Environment 10. SWOT Analysis 11. Hierarchy of Strategy 12. Strategic Implementation and Control 13. Recapitulation and Conclusion	
Recommended literature:	

- [1] DAVID, F. R.: Strategic management concepts and cases. Upper Saddle River: Pearson/Prentice Hall, 2007
- [2] THOMPSON, J., SCOTT, J.M., MARTIN, F. Strategic management awareness and change. Andover: Cengage Learning EMEA, 2023
- [3] BATTISTA, G. – CINICI, M.C.: Research methods for strategic management. Abingdon: Routledge, 2016
- [4] HITT, M.A., IRELAND, R.D., HOSKISSON, R.E.: Strategic Management. Competitiveness and Globalization. Thompson, South-Western, 2005
- [5] PAPULA, J. – PAPULOVÁ, Z.: Approaches to Strategy: Experiences of Slovak enterprises. Proceedings of Annual Paris Business and Social Science Research, Melbourne: World Business Institute, 2013 [online]
- [6] PAPULOVÁ, Z.: The Significance of Vision and Mission Development for Enterprises in Slovak Republic. JOEBM 2014 Vol.2(1): 12-16 ISSN: 2301-3567 [online]

Languages necessary to complete the course:

English

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *each student consistently achieves his/her study results honestly during his/her studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge.* Cases of violation of this provision can be assessed as a violation of obligations arising from legal regulations (...). Such an assessment may be associated with applying relevant legal consequences on an academic, (...) or disciplinary level.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, *a student's disciplinary offence is any form of writing off or illegal cooperation or hinting during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the course, or the use of technical devices or any information carriers in a way other than permitted during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the subject.* Some of the disciplinary measures may be imposed on the student for a committed disciplinary offence: reprimand, conditional expulsion from studies or expulsion from studies.

Notes:

Past grade distribution

Total number of evaluated students: 310

A	ABS	B	C	D	E	FX	M
35,48	0,0	30,32	12,9	9,03	10,0	1,61	0,65

Lecturers: doc. Mgr. Zuzana Papulová, PhD., Mgr. Andrea Gažová, PhD.

Last change: 12.09.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.