

Module: **Strategic analysis of the company**

Lecturer: Konrad Rojek, Ph.D

Semester: Winter/Summer

Hours: 15

Type: Classes

Credit: Presentation/paper

ECTS: 6

The purpose of the lecture is to present the key issues of strategic analysis of company.
During the lectures special attention will be given to such problems as:

1. Strategic thinking
2. Strategic analysis - scope and use
3. Macro environment analysis
4. Analysis of competitive environment
5. Analysis of the company's strategic potential
6. Assessment of the strategic position of the company
7. Formulation and implementation of strategy in the company
8. Strategies of internationalization and globalization of the company