

Master Program “Financial analytics”
Strategy and Competitiveness of the Company

YEAR 2, SEMESTER 3

MODULE: 1

Course	Strategy and Competitiveness of the Company	
Instructor	Associate professor V.I.Pyatanova	
Credits	ECTS	Hours
	4	144 (incl. 42 contact hours)
Classes	Lectures (hours)	Seminars (hours)
	14	28
Learning outcomes	The purpose of this discipline is to provide knowledge of contemporary concepts of competitiveness and strategic management of the firm. Students will study diverse factors of competitiveness, be able to understand connections between financial and non-financial goals of the company and grounds for its long-term exceptional performance.	
Topics	<ol style="list-style-type: none"> 1. The role of strategy in contemporary management. Interrelation between financial and strategic analysis. 2. Analysis of external environment. Analysis of firm's resources and capabilities. 3. Analysis of competitive advantage. How to create competitive advantage? 4. Industry evolution, technological development and strategic change. 5. Corporate strategies. Vertical integration and diversification. 6. Global strategies and MNCs. 7. Managing multi-business corporation. Current trends in strategic management. 	
Text (Main literature)	<ul style="list-style-type: none"> - Rober M. Grant ‘Contemporary Strategy Analysis’ - Richard Koch ‘Strategy. How to create, pursue and deliver a winning strategy’ 	
Assessment	<p>The final grade will be based on:</p> <p>Written exam – 60%;</p> <p>Work in the class – 20%</p> <p>Assignments - 20%</p> <p>The part of the study is a written course work which is assessed separately.</p>	
Teaching Methods	Lectures, seminars, case study, practical and creative assignments	