

**Assignment of Seminar Paper from the course**  
**STRATEGIC MANAGEMENT**

*winter semester 2022*

**Topic of seminar paper** – prepare and formulation of the strategy of the particular company (each student creates his/her own company)

**Deadline and form of submission of the paper** – written form, submission no later than 5. 12. – 9. 12. 2022 via the Homework Vaults in IS SU and the lecturer will evaluate the submitted work.

**Method of processing** – individual work

**Scope of paper** – 5-10 pages

**Work structure**

Introduction

1. Brief characteristics of the new company;
2. Strategic situation analysis of the company;
3. Formulation of the corporate strategy, business strategy, functional strategies;
4. Strategy implementation plan;
5. Setting up strategic control;

Conclusions

References

Karviná, September 19, 2022

Ing. Šárka Zapletalová, Ph.D.