

Assignment of Seminar Paper from the course
STRATEGIC MANAGEMENT

winter semester 2023

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 10. 12. 2023 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 25, 2023

Ing. Šárka Zapletalová, Ph.D.