



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	189	B	074	Accredited until	2019	06	01	Renewal date
	Branch of Science		Progr.	Registr. №.					

Entitlement

Strategic Management I

Prerequisites

Management theory, organizational theory, macroeconomic, microeconomic.

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Analyze the economic processes and evaluate and model the development of sports / tourism sectors.	Case analysis (Case study), Discussion, Literature analysis	Individual work
2	Apply managerial and economic theories for the analysis of sports and tourism sectors and related business entities, forecasting their evolution and development, planning and management.	Design projects, Literature analysis, Scientific paper analysis	Individual work
3	Develop an effective organizational culture and its creative development and implementation.	Assignments, Design projects	Individual work
4	Create a vision of the organization and its implementation planning through changes.	Case analysis (Case study), Discussion, Scientific paper analysis	Individual work
5	Develop and manage innovative business dealing with a variety of management problems in a competitive economic environment.	Case analysis (Case study), Design projects, Literature analysis	Individual work
6	Creatively and effectively using of the changing economic, social, managerial and other dimensional changes, prepare and implement the most suitable marketing strategies.	Assignments, Case analysis (Case study), Literature analysis	Individual work
7	Apply the latest interdisciplinary contextual knowledge in the field of management and economic science through independent research and presentation of specific findings.	Assignments, Design projects	Examination, Individual work

Main aim

The aim - to introduce the concept of strategic management, strategic management methodology, strategic decisions, management structures, strategic direction, control and reflection.

Summary

It is about the strategic management of the organization, the concept of strategic management, the analysis of the organization's strategic orientation, organizational solutions, management structures, strategic management issues, monitoring and reflection.

Level of module

Level of programme		Subject group (under the regulation of the area)
Cycle	Type	
First	Bachelor	
		Mokslo srities pagrindu

Group under financial classification

Syllabus

№.	Sections and themes	Responsible lecturer
1.	Introduction in strategic management, content	76 doc. dr. Rimantas Mikalauskas
2.	Understanding strategies and strategic management.	76 doc. dr. Rimantas Mikalauskas

№.	Sections and themes	Responsible lecturer
3.	Strategic Management and changing process.	76 doc. dr. Rimantas Mikalauskas
4.	Organization strategic management: decisions subjects and objects.	76 doc. dr. Rimantas Mikalauskas
5.	Essence of metodic of organization strategic management.	76 doc. dr. Rimantas Mikalauskas
6.	Process of strategic management of organization.	76 doc. dr. Rimantas Mikalauskas
7.	Strategical orientation of organization.	76 doc. dr. Rimantas Mikalauskas
8.	Strategic analysis of organization.	76 doc. dr. Rimantas Mikalauskas
9.	Strategical decisions of organization.	76 doc. dr. Rimantas Mikalauskas
10.	Structures of management of organization	76 doc. dr. Rimantas Mikalauskas
11.	Strategical management..	76 doc. dr. Rimantas Mikalauskas
12.	Control and strategic management.	76 doc. dr. Rimantas Mikalauskas
13.	Explaining and reflection.	76 doc. dr. Rimantas Mikalauskas

Evaluation procedure of knowledge and abilities:

References

№.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
1.	Owen, J. (2015). How to Manage. FT Press. ISBN-10: 1292083662..		1	Yes	
2.	Coulter, M.A. (2013). Startegic Management in Action. Prentice Hall, ISBN-10:0132620677		1	Yes	
3.	de Kluyer, C. (2013). Fundamentals of Global Strategy. The Saylor Foundation. ISBN/ASIN: 1606490729.		1	Yes	
4.	Melnikas, B. Smaliukiene, R. (2007). Strateginis valdymas. Generolo J.Žemaičio karo akademija.		1	Yes	
5.	Barney, J.B., Hesterly, W.S. (2015). Startegic Management and Competitive Advantage: Concepts and Cases. Prentice Hall, ISBN-10: 0133127400.		1	Yes	
6.	Wheelen, T.L., Hunger, D.J., Hoffman, N.A., Bamford, E.Ch. (2015). Strategic Management and Business Policy: Globalization, Innovation and Sustainability. Prentice Hall. ISBN-10: 0133254186.		1	Yes	
7.	Shivers,J., Halper, J. (2012). Strategic recreation management. London:Routledge.		1	Yes	
8.	Masterman, G. (2009). Strategic sport event management. Oxford: Elsevier.		1	Yes	
9.	Mikalauskas, R. (2007). Sporto organizacija ir vadovas:efektyvus valdymas. Kaunas: LKKA.		10	Yes	
10.	Ireland, R.Duane, Hoskisson, Robert E., Hitt, Michael A. (2013). The management strategy. Australia: South-Western Cengage Learning.		1	Yes	
11.	Altinay, Levent, Chathoth, Prakash (2011). Strategic management for hospitality and tourism. Oxford: Butterworth-Heinemann.		1	Yes	
12.	Valikangar, L., Gibbert, M. (2016). Strategic Innovation: The Definitive Guide to Outlier Strategies, Cloth.ISBN-10: 0133989445.		1	Yes	

№.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
13.	Gower, L. (2015). The Innovation Workout: The 10 tried-and-tested steps that will build your creativity and innovation skills. FT Press. ISBN-10: 1292085010.		1	Yes	

Additional literature

№.	Title
1.	Galbraith, J. (1997). Organizational Design. Addison-Wesley.
2.	Luck, M., McBurney, P., Preist, C. (2003). Agent Technology: Enabling Next Generation Computing: A Roadmap for Agent Based Computing. AgentLink II.
3.	Dignum, V. (2004). A Model for Organization Interaction, Based on Agents, Founded in Logic. PhD.Thesis, Utrecht University.
4.	Watt, David, C. (2003). Sport management and administration.
5.	Cheryl Mallen, Lorne J.Adams (2008). Sport, recreation and tourism event management. Amsterdam: Elsevier.
6.	Mikalauskas, Rimantas; Jasinskas, Edmundas; Švagždienė, Biruta [Svagzdiene, Biruta]. Criteria that ensure the quality of higher education in tourism and sport management study programme // Engineering economics=Inžinerinė ekonomika. Kaunas : Technologija. ISSN 1392-2785. 2012, vol. 23, no. 3, p. 282-290. [Science Citation Index Expanded (Web of Science); Business Source Complete (EBSCO); CEEOL;
7.	Mikalauskas, Rimantas. Sporto organizacijos vadyba: globalizacijos tendencijos ir modernizavimo kryptių apžvalga // Sporto mokslas. Vilnius : Lietuvos sporto informacijos centras. ISSN 1392-1401. 2006, Nr. 3(45), p. 28-31. [Index Copernicus; SPOLIT.]
8.	Mikalauskas, Rimantas; Švagždienė, Biruta. Lietuvos kelionių organizavimo paslaugas teikiančių įmonių veiklos analizė ir vertinimas // Ekonomika ir vadyba: aktualijos ir perspektyvos. Šiauliai : Šiaulių universitetas. ISSN 1648-9098. 2007, Nr. 2(9), p. 146-157. [Index Copernicus]
9.	Mikalauskas, Rimantas; Švagždienė, Biruta; Fominienė, Vilija Bitė. Komandinės veiklos organizavimas ir skatinimas turizmo organizacijose: teorinis aspektas // Mokslas ir edukaciniai procesai=Science and Processes of Education. Šiauliai : K.J. Vasiliausko leidykla Lucilijus. ISSN 1822-4644. 2009, Nr. 2(8), p. 85-94. [IndexCopernicus]
10.	Jasinskas, Edmundas; Švagždienė, Biruta; Mikalauskas, Rimantas. Darbuotojų vertinimo įtaka organizacijos mokymuisi laisvalaikio sporto klubuose // Economics and management = Ekonomika ir vadyba [elektroninis išteklius] / Kaunas University of Technology. Kaunas : Technologija. ISSN 1822-6515. 2012,vol. 17, no. 4, p. 1357-1364. [Business Source Complete (EBSCO); Central & Eastern European Academi

Coordinating lecturer

Position	Degree, surname, name	Schedule №.
Associate Professor	Assoc. Prof. Dr. Rimantas Mikalauskas	76

Subdivision

Entitlement	Code
a	1007

Study module teaching form №. 1

Semester		Mode of studies	Structure				Total hours	Credits
			Lectures	Pract.	Lab.	Ind. work		
A	S	D	16	16	0	228	260	10

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.
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№. of Themes	Academic hours			№. of Themes	Academic hours		
	Lectures	P	L		Lectures	P	L
				Total:	0	0	0

	No. of syllabus	Total hours	Influence on grade, %	Week of presentment of task (*) and reporting (o)																
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17-20
Exam	1-13	114	50	*															O	
Individual Homework	2-10	57	25		*										O					
Control work	11-13	57	25													*			O	
Total:	-	228	100																	