

ASSESSMENT CRITERIA

Subject: Strategic Management

Credit points: 6 ECTS

Learning outcomes

1. Knows and understands strategic management substance and practice.
2. Student is able to analyse organisations external and internal environment.
3. Student is able to find key success factors within an industry, and do analysis on overall competitive positions using the industry matrix.
4. Can create ethical, responsible and sustainable alternative strategies, chose a implementation tool and crate performance measures.
5. Student is able to work out a strategic audit report and present it.

ASSESSMENT METHOD	GRADING CRITERIA
1. Analytical homework (assessing learning outcomes 2, 3, 4, 5)	Analytical homework <u>Assessment is differential</u> («5») – 91-100% Excellent analysis is well argued, with sufficient proof of evidence based on strong theoretical and practical sources. It includes all of the parts and all of them are described in detail. It also includes quantitative data, market research and an action plan. («4») – 81-90% A very good analysis is well argued, based on adequate sources, all of the parts have been described in detail and they are argued. It includes quantitative data, market research and action plan. There are few errors or misunderstandings. («3») – 71-80% A good analysis is argued, based on adequate sources, it also handles all the parts in a detailed manner. It includes quantitative data and it has a survey with adequate amount. There are several errors or misunderstandings. («2») – 61-70% A satisfactory analysis is defined, based on adequate sources. It covers all of the parts and it includes little amount of quantitative data. There are several errors. The task is done superficially. («1») – 51-60%. An acceptable analysis is defined, based on adequate sources. It coverall of the parts and includes a little amount of quantitative data and a survey. There are many errors or misunderstandings. The presented work is superficial and not argued enough.
2. Class exercises (assessing learning outcomes 1, 2, 5)	Class exercises <u>Assessment is differential</u> («5») – 91-100% All blocks are completely right, perfectly and quickly understandable, creative and differentiating model. («4») – 81-90% All blocks are completely right, quickly understandable, in sufficient detail creative and differentiating model.

<p>3. Test (assessing learning outcomes 1-5)</p>	<p>(«3») – 71-80% At least 7 blocks are completely right or all blocks in most part. Quickly understandable, in sufficient detail, common model. («2») – 61-70% At least 6 blocks are completely right or all blocks partly. Generally understandable, common model. («1») –51-60%. At least 5 blocks completely right or all blocks partly. Understandable, but too general.</p> <p>Theoretical test. Student is showing possessing the specific terminology of entrepreneurship and conceptual understanding, abilities of financial management</p> <p><u>Assessment is differential</u></p> <p>(«5») – 91-100% correct answers («4») – 81-90% correct answers («3») – 71-80% correct answers («2») – 61-70% correct answers («1») – 51-60% correct answers</p>
<p>ELIGIBILITY FOR ASSESSMENT</p>	<p>Due time presented analytical homework and class exercises - min 51%</p>
<p>FINAL MARK</p>	<p>Analytical homework – 30% Class exercises – 20 % Test - 50%</p>