

<b>Biomatics and Applied Artificial Intelligence Institute</b>			Semester 1. of the curriculum 2023-24-1			
Name of the subject:	Code of the subject:	Credits:	Hours per semester:			
				lec	sem	lab
<b>Business and informatic strategy</b>	NBXUI1EMLF	5	part-time	10	10	0
Responsible person for the subject: Prof. Dr. LAZÁNYI Kornélia			Classification: professor			
Subject lecturer(s):						
Prerequisites:						
Way of the assessment:			exam			
<b>Course description</b>						
Goal:	The aim of the course is to create a general understanding of business strategy and its relation with IT system – how they can support businesses and the fulfilment of their strategies, and how the functional (IT) strategy is subordinated to and supportive of corporate strategy.					
Course description:	The course introduces students to the purpose and tools of business and strategic planning. It presents techniques by which the external and internal conditions, as well as the goals of different stakeholders can be analysed. By learning and mastering the strategic approach, students will be able to analyse and evaluate various scenarios through which the organisations are able to respond to and adapt to current turbulent environmental changes. They will be able to make make or buy decisions related to IT systems and initiate BPR processes to improve the performance of the technical infrastructure. The aim of the course is to acquaint students with the tools of business and IT strategy, to emphasise the importance of strategic planning and to enable them to actively participate in the process of strategic management with the acquired knowledge.					

<b>Lecture schedule</b>	
Education week	Topic
1.	<b>Roots and background/ Strategy as a process/ Internal perspective</b>
2.	
3.	<b>Factors of success/ IT systems and their roles in strategy</b>
4.	
5.	<b>The environment and its analysis / Visualising the ideal state/ Operationalising strategy</b>
6.	
7.	<b>General strategies/Corporate level/ Business level strategies</b>
8.	
9.	<b>IT strategy/ Portfolio strategies/ Change management</b>
10.	
11.	
12.	
13.	
14.	
<b>Mid-term requirements</b>	

Conditions for obtaining a mid-term grade/signature	The precondition of a signature is the submission of all 4 assignments and obtaining at least 20 points from the potential 40 points.
<b>Assessment schedule</b>	
<b>Education week</b>	<b>Topic</b>
5	VRIO analysis
7	Operationalization of business strategy
9	Strategy creation
11	IT strategy
<b>Method used to calculate the <i>mid-term grade</i></b> (to be filled out only for subjects with mid-term grades)	
<b>Type of the replacement</b>	
Type of the replacement of written test/mid-term grade/signature	The worst of the during the semester submissions can be replaced by a resubmission till the end of the 14th week. The exam can be retaken during the exam period once with a special retake fee.
<b>Type of the exam</b> (to be filled out only for subjects with exams)	
Case study based, open-book, written exam	
<b>Calculation of the exam mark</b> (to be filled only for subjects with exams)	
40% of the mark can be obtained through the assignments submitted during the semester and 60% through the exam, which is conducted in the exam period.	
<b>Final grade calculation methods:</b>	
0-59 points failed	
60-69 points satisfactory	
70-79 points mediocre	
80-89 points good	
90-100 points excellent	
<b>References</b>	
Obligatory:	Scholes, K., Johnson, G., Whittington, R. (2002): Exploring corporate strategy. Financial Times Prentice Hall. Applegate, L. M., Austin, R. D., & McFarlan, F. W. (2006). Corporate information strategy and management. McGraw-Hill/Irwin Custom Publishing.
Recommended:	Barney, J. B., Hesterly, W. S. (2009): Strategic management and competitive advantage. Upper Saddle River, NJ: Pearson Education
Other references:	Additional materials uploaded to the Moodle system