**Exam topics**

1. The levels of strategic management;
2. The strategic management process;
3. Strategic business unit – a definition + SBU’s in other firms;
4. Mission and vision;
5. Micro- and macroenvironment of the firm;
6. “Smart” method;
7. BCG martix;
8. Ansoff matrix;
9. Strategic evaluation and control,
10. Kodak case;
11. Iridium case
12. Adjacent-market strategy on the basis of the chosen company;
13. Consolidation strategy on the basis of the chosen firm;
14. Product life cycle + planned obsolescence;
15. Nobel Prize in economics 2019;
16. Glocalisation – explanation + examples;
17. D. Ricardo: The law of comparative advantage;
18. Low- and high-context cultures;
19. Marketing mix – a classic concept;
20. Marketing mix in international markets (product, price, promotion, place);