

STUDY GUIDE

INTRODUCTION TO STRATEGIC BUSINESS DEVELOPMENT

Organised by

University of Vaasa

| 1. IDENTIFYING DATA. | | |
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| · Course Name. | Introduction to Strategic Business Development | |
| · Coordinating University. | University of Vaasa | |
| · Partner Universities Involved. | - | |
| · Course Field(s). | Management and Organization | |
| · Related Study Programme. | - | |
| · ISCED Code. | 0418 | |
| · SDG. | SDG 4: Quality education SDG 8: Decent work and Economic growth SDG 9: Industry, Innovation and Infrastructure SDG 11: Sustainable Cities and Communities | |
| · Study Level. | This course is aimed at Bachelor and Master levels | |
| · EUNICE Key Competencies | Problem solving | Strongly. The course builds on an idea of strategic renewal through analysis and assessment of business environment, trends, and capabilities. |
| | Teamworking | Moderately. Most of the methods and tools that the course teaches facilitate team working. |
| | Communication | Strongly. The course includes a module on innovating and communicating customer value |
| | Self-management | Partially |
| | Cognitive flexibility | Strongly. The course includes a module on institutional tension between the existing and emerging business beliefs, practices, rules |

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| | | and norms, requiring cognitive flexibility from managers to update their view on proper ways of doing business. |
| | Digital competence | Partially. While much of the strategic change that the course teaches builds on digital innovation, the actual digital competencies are not required. |
| | Technical competence | Partially. While much of the strategic change that the course teaches builds on technical competence, the actual technical competencies are not required. |
| | Global intercultural competence | - |

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| · Number of ECTS credits allocated. | 3 |
| · Mode of Delivery. | Online asynchronous |
| · Language of Instruction. | English |
| · Course Dates. | 22 September 2025 – 31 July 2026 |
| · Precise Schedule of the Lectures. | This is a self-study, self-paced course. It will be open for enrollments during the above period. *See the section “Course inscription procedure(s)” below. |
| · Key Words. | Strategy, Business development, Management, Customer value, Business Models, Innovation, Strategy Process, Strategic Change. |
| · Catchy Phrase. | Essential knowledge for developing and implementing superior business strategy. |

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| · Prerequisites and co-requisites. | - Be enrolled as a student at any EUNICE member university. - English B2 |
| · Number of EUNICE students that can attend the Course. | Unlimited. |

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| <p>· Course inscription procedure(s).</p> | <p>Find the course on the EUNICE website and fill out the form provided. Follow the instructions in the form. UVA, the host university, will contact you and share the enrollment key for the course. The last day to enroll is 30 June 2026. The last day to complete the course is 31 July 2026.</p> <p>*For matters related to credit recognition, see the “Observations” section below.</p> |
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| 2. CONTACT DETAILS. | |
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| · Department. | School of Management |
| · Name of Lecturer. | Pekka Töytäri |
| · Other Lecturers. | Marko Kohtamäki, Rodrigo Rabetino Sabugo, Tuomas Huikkola, Ausrine Silenskyte |
| | eunice@uwasa.fi |

| 3. COURSE CONTENT. |
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| <p>Success in the modern economy requires understanding what is valuable to target customers and how superior value is innovated, organized and delivered in digital economy by business strategy.</p> |

| 4. LEARNING OUTCOMES. |
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| <p>By successfully completing the course the student learns the purpose, key concepts, content and process of strategy development, implementation and evaluation.</p> |

| 5. OBJECTIVES. |
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| <p>This online course will teach the essentials of planning and implementing a winning strategy.</p> |

| 6. COURSE ORGANISATION. |
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| <p>LEARNING RESOURCES AND TOOLS.</p> |
| <p>Videos and readings.</p> |
| <p>PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.</p> |
| <p>Self-study videos, readings, quizzes</p> |

| 7. ASSESSMENT METHODS AND CRITERIA. |
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Quizzes

Grading: On a scale of 1-5, or fail (0)

OBSERVATIONS.

Upon successful completion of the course, students will be awarded with a EUNICE certificate issued by the University of Vaasa.

Recognition-related issues:

Recognition of this course's ECTS into the student's records is subject to approval by the International Relations Office, EUNICE Office or other relevant departments at the student's home university. Please contact such department(s) if you encounter any issues related to the recognition of the ECTS at the end of the course. Neither lecturers nor the University of Vaasa are in charge of the recognition process at the student's home university.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

All learning materials for the course are provided on the course page on the Moodle and Panopto platforms, accessed via Moodle.