

Study Program: Master Academic Studies – Business Economics and Entrepreneurship			
Course Title: Enterprise Growth and Development Strategy			
Teacher(s): Dimitrijević S. Ljljana, Tošović L. Aleksandra			
Course Status: mandatory, first year, first semester			
ECTS Credits: 7			
Prerequisite: none			
Course Objective: The Course Objective is to acquire advanced knowledge in the field of business growth and development strategy, develop students' abilities to manage business growth and development; familiarize themselves with the process of creating and implementing business growth and development strategies, with strategic business growth and development options, decision-making and criteria for choosing a strategy in a modern turbulent market environment.			
Learning Outcome: Learning Outcome is the acquired theoretical knowledge and students' ability to identify opportunities and constraints for successful growth and development of a company; ability to analyze, select and implement appropriate growth and development strategies for a company; ability to make optimal management decisions when choosing growth strategies, allocating strategically significant resources to ensure growth and development, and to effectively solve problems related to business management.			
Course Content: Theoretical Instruction: Development policy and strategy of the enterprise; Theoretical and methodological problems of enterprise growth and development; Characteristics of the global market and key forces influencing it; Division and analysis of the enterprise environment; Stages of enterprise growth and development; Analysis of opportunities and shortcomings (weaknesses) of the enterprise; Planning of enterprise growth; Motives and factors of enterprise growth; Choice of direction and methods of growth; Defining different types of strategies; Growth strategies; Stability strategies; Strategies of reduction (restriction, withdrawal) of the enterprise; Decision-making and criteria for choosing a strategy; Selection of enterprise performance indicators and methods of their measurement. Control and evaluation of the strategy. Practical Instruction: Closer explanation of the topics covered in the lectures. Practical work- analysis of opportunities and limitations in practice for successful growth and development of the enterprise; collection of information on the action of external and internal factors influencing the growth of the enterprise; identifying and analyzing various strategic options for the growth and development of enterprises; analyzing and solving problems related to the management of the growth and development of enterprises in different conditions; teamwork in the analysis of selected cases. Preparation of Midterm tests and exams. Evaluation of the implemented teaching and analysis of its results.			
Literature 1. Murat Yülek, <i>Economic planning and industrial policy in the globalizing economy</i> : concepts, experience and prospects Cham : Springer, 2015. 3. Horvat Đ., Perkov D., Trojak N., Strategic Management and Competitiveness in the New Economy, second supplemented edition, Effectus University – School of Finance and Law, Zagreb, 2017. ISBN 978-953-8090-07-3			
Number of hours of active teaching		Theoretical Instruction: 30	Practical Instruction: 45
Teaching Methods Lectures are auditory, and are performed in the amphitheater with all students, supported by presentations and audio-visual material; Exercises are performed in groups of students in classrooms, as follows: as auditory, where individual topics from the lecture are further elaborated; as practical work, through collecting information on the effects of external and internal factors that influence the growth of a company, identifying and analyzing various strategic options for the growth and development of a company, etc.; as discussion, for discussing selected topics from the material covered.			
Assessment (Maximum score 100)			
Pre-exam Requirements	point	Final Exam	point
Activity during the lecture	10	Written exam	30
Practical Instruction	10	Oral exam	20
Colloquium 1	15		

Colloquium 2	15	Total points	100
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