

Study program: Bachelor Academic Studies – Business economy - module 1 – <i>Finance , banking and insurance</i> , Module 2 – <i>Business economics and entrepreneurship</i>			
Course name: Strategic Management			
Teacher / teachers: Kastratović S. Edita, Dimitrijević S. Ljiljana			
Course status: compulsory, fourth year, eighth semester			
Number of ESPB : 6			
Condition: none			
Subject objective Goal subject is acquisition theoretical knowledge in the field of strategic management; introducing students to the evolution of strategic management systems , concepts, methods and techniques of strategic management; the process of strategic management, formulation, implementation and control of strategy; training for creating vision and strategy in the business system, for rational and timely reaction on changes in the environment in which will you do it yours business and wider activity .			
Case outcome The outcome of the course is the acquired theoretical knowledge and the ability of students to collect , analyze and use relevant information from environments in process strategic decision-making ; mastered the skills of using strategic management methods and techniques in solving complex problems problem management organization ; ability to identify and allocate in strategic significant resources for acquisitions competitive advantages organizations ; ability to formulate strategies on level business company and at the business unit level, competency for implementation and achievement effective strategic controls.			
Course content <i>Theoretical teaching</i> Key determinants of strategic management; Evolution challenges and changes and their influence on management organizations ; Evolution strategic management systems ; Concepts , methods and techniques of strategic management; Portfolio management ; PIMS program ; Method scenario ; Analysis gap (GEP) ; Curve experiences ; Cost – Benefit analysis ; Finance for strategic management ; SWOT or TOWS analysis ; The concept animal cycles ; Techniques for increase creativity ; computer software - programs for strategic Management ; Strategic management process; Organizational environment analysis ; Direction organizations : vision , mission and goals ; Formulation strategies ; implementation strategies ; strategic control . <i>Practical teaching</i> A closer explanation of some of the topics covered in lectures. Practical work – analysis of selected case studies, preparation of SWOT analysis ; preparation of a strategic plan; preparation of a vision, mission and policy formulation; formulation of strategic alternatives and strategic choice. Preparation for colloquiums and exams. Evaluation implemented teaching and analysis hers results .			
Literature Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, <i>Strategic Management: Concepts and Cases: Competitiveness and Globalization (14th Edition)</i> , Cengage Learning, 2023. Charles W. L. Hill, Melissa A. Schilling, Gareth R. Jones, <i>Strategic Management: An Integrated Approach (14th Edition)</i> , Cengage Learning, 2024.			
Number of hours of active teaching		Theoretical classes: 30	Practical classes: 45
Teaching methods <i>Lectures</i> are auditory, and are performed in the amphitheater with all students , supported by presentations and audio-visual material; <i>Exercises</i> are performed in groups of students in classrooms, as follows: as <i>auditory</i> , where individual topics from the lecture are further elaborated ; as <i>practical work</i> , for developing a strategic plan, developing a vision, mission and formulating a policy , as <i>analytical</i> , for analysis study case organization which are successful in formulation and implementation strategies ; as <i>discussion strategies</i> , for discussing selected topics from the material covered .			
Knowledge score (Maximum number of points 100)			
Pre-exam obligations	point	Final exam	point
Activity during the lecture	10	Written exam	30
Practical teaching	10	Oral exam	20
Colloquium 1	15		
Colloquium 2	15	Total points	100