

(Table 5.2) Course unit description

Study program: Business economy and management			
Type and level of studies: Undergraduate studies (first level)			
Course unit: Strategic Management			
Teacher in charge: Marko Slavkovic			
Language of instruction: English			
ECTS: 7			
Prerequisites:			
Semester: <i>Winter Semester</i>			
Course unit objective: The objective of this course is to enable students to acquire theoretical and practical knowledge about strategic analysis, strategy formulation, strategy implementation and strategy evaluation. The Strategic Management course is designed to explore an organisation's vision, mission, identify internal and external factors and discuss the theory and practice of strategy formulation and implementation. Thus ,the focus will be on various strategic tools and concepts, as well as strategic resources that can serve to gain sustainable competitive advantage. In addition to familiarizing students with new subject matter, it will be described contemporary challenges of the business environment, digitalization of business and consideration of various strategic options for creating value in dynamic environmental conditions.			
Learning outcomes of Course unit By studying this subject, students acquire knowledge about the process of strategic management and value creation, business and corporate strategies and their implementation in a dynamic environment. Through teamwork and doing case studies, students acquire practical knowledge and skills in strategic analysis and improve their ability to think strategically and identify opportunities for the application of acquired knowledge in business practice.			
Course unit contents Lectures: Strategic management process and concepts Internal environment analysis External environment variables Resources for gaining a competitive advantage Strategy Formulation Strategy implementation Digital business strategies Strategy evaluation Practical teaching: Exercises, research work, case analysis			
Literature 1. Dess, G.G., Lumpkin, G.T., Eisner, A.B., Lee, S. H. (2019). <i>Strategic Management: Creating Competitive Advantages</i> , 9th Edition, New York, NY: McGraw-Hill Education 2. Coulter, M. (2013). <i>Strategic Management in Action</i> , 6 th Edition, London UK: Pearson Education			
Number of active teaching hours			Other classes
Lectures 45 (3x15)	Practice 30 (2x15)	Other forms of classes: mentoring	Independent work
Teaching methods			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	Oral or written examination	30
practical classes/tests	50		
Seminars/homework	10		

Project			
Other			
Grading System			
Grade	Bo. Of Points:		Description
10	91-100		Excellent
9	81-90		Exceptionally good
8	71-80		Very good
7	61-70		Good
6	51-60		Passing
5	0-50		Failing