

(Table 5.2) Course unit description

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|---|-----------------------|-------------------------|-----------------------|----------------------|
| Study program : Hotel Management and Tourism | | | | |
| Type and level of studies: Undergraduate studies – the first level | | | | |
| Course unit: Strategic Management | | | | |
| Teacher in charge : Ana Langović Milićević | | | | |
| Language of instruction: English | | | | |
| ECTS:8 | | | | |
| Prerequisites: | | | | |
| Semester: III (winter) | | | | |
| Course unit objective | | | | |
| The aim of the course is to enable students to understand running business in contemporary environment. Strategic management is a contemporary concept which has been generated in the process of development of system management relevant to a company which operates in an economy. | | | | |
| Learning outcomes of Course unit | | | | |
| The skill of strategic way of thinking, decision-making and undertaking business activities, the ability to define strategic problems and options, conducting SWOT and Pest analyses, the ability to define and analyze strategic options by choosing the best option and implement it in practice. | | | | |
| Course unit contents | | | | |
| <i>Theoretical classes</i> | | | | |
| Chapter 1: Introducing the Concepts | | | | |
| Chapter 2: The Context of Managing Strategically | | | | |
| Chapter 3: Assessing Opportunities and Threats: Doing an External Analysis | | | | |
| Chapter 4: Assessing Strengths and Weaknesses: Doing an Internal Analysis | | | | |
| Chapter 5: Functional and Competitive Strategies | | | | |
| Chapter 6: Corporate Strategies | | | | |
| Chapter 7: International Strategies | | | | |
| <i>Practical classes:</i> practical work, other forms of teaching, study and research | | | | |
| Literature | | | | |
| Coulter M.: Strategic Management In Action, Prentice Hall , 2012. ISBN-10: 0132620677 | | | | |
| Number of active teaching hours | | | | Other classes |
| Lectures: 45 | Practice: 30 | Other forms of classes: | Independent work: | |
| Teaching methods | | | | |
| Total classes of active teaching (Ex cathedra, diskusionna groups, interactive work, seminars, control tests.) | | | | |
| Examination methods (maximum 100 points) | | | | |
| Exam prerequisites | No. of points: | Final exam | No. of points: | |
| Student's activity during lectures | 10 | oral examination | | |
| practical classes/tests | 30 | written examination | <i>60</i> | |
| Seminars/homework | | | | |
| Project | | | | |
| Other | | | | |
| Grading system | | | | |
| <i>(додати систем оцењивања у складу са правилником Факултета)</i> | | | | |
| Grade | No. of points | Description | | |
| 10 | 0-50 | Failing | | |
| 9 | 51-60 | Passing | | |
| 8 | 61-70 | Good | | |
| 7 | 71-80 | Very good | | |
| 6 | 81-90 | Exceptionally good | | |
| 5 | 91-100 | Excellent | | |