

**(Table 5.2) Course unit description**

Study program: Hotel and Tourism Management			
Type and level of studies: UAS			
<b>Course unit:</b> Strategic management			
<b>Teacher in charge:</b> Jasmina Ognjanović			
Language of instruction: Serbian language, English language			
ECTS: 7			
Prerequisites: No prerequisites			
Semester: WS			
<b>Course unit objective</b>			
The main goal of the course is to acquaint students with the key concepts of strategy in hotel and tourism companies, as well as to develop student's skills to integrate and apply the acquired theoretical knowledge in different business situations. The goal is also to provide a comprehensive view of organizations. Many important topics will be covered, such as scanning the business environment, corporate response to changes and business sustainability in a dynamic and turbulent environment, types of strategies, and strategic and ethical behavior of companies. The course is structured to foster the analytical abilities, knowledge, and skills of students and to point out the complexity of formulating and implementing organizational decisions in an uncertain business environment.			
<b>Learning outcomes of Course unit</b>			
The outcome of the course is that students: 1. Understand the strategic decisions that companies make and have the ability to get involved in strategic planning; 2. Explain the basic concepts, principles, and practices associated with strategy formulation and implementation; 3. Integrate and apply knowledge acquired in strategy formulation and implementation; 4. Analyze and critically assess different business situations in companies and develop creative solutions to perceived business problems; 5. Conduct a credible business analysis in a business environment; 6. Understand the importance of gaining and maintaining a company's competitive advantage.			
<b>Course unit contents</b>			
<i>Theoretical classes</i>			
Introducing the concepts			
The context of managing strategically			
Assessing opportunities and threats: Doing an external analysis			
Assessing strengths and weaknesses: Doing an internal analysis			
Functional strategies			
Competitive strategies			
Corporate strategies			
Special topics: International strategies and strategies for entrepreneurial ventures and not-for-profits			
<i>Practical classes</i>			
Case studies			
<b>Literature</b>			
Coulter, M. (2008). <i>Strategic management in action</i> . Pearson Education, New Jersey.			
<b>Number of active teaching hours</b>			<b>Other classes</b>
Lectures: 3	Practice: 2	Other forms of classes: /	Independent work: / /
<b>Teaching methods</b>			
Method of oral presentation and conversation method.			
<b>Examination methods (maximum 100 points)</b>			
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>
Student's activity during lectures	10	oral examination	50
practical classes/tests	40	written examination	/

Seminars/homework	/	.....	
Project	/		
Other	/		
<b>Grading system</b>			
<i>(додати систем оцењивања у складу са правилником Факултета)</i>			
<b>Grade</b>	<b>No. of points</b>		<b>Description</b>
<b>10</b>	...		Excellent
<b>9</b>	...		Exceptionally good
<b>8</b>	...		Very good
<b>7</b>	...		Good
<b>6</b>	...		Passing
<b>5</b>	...		Failing