

Study program: Modern Business Management; Modules: Business Management, Marketing Management, Organizational security management Informatics and Business Management			
Subject name: Strategic Management			
Lecturer: Goran Dašić, Ph.D. (goran.dasic@mbs.edu.rs)			
Subject status: obligatory			
ECTS: 8			
Pre-requisites: -			
Subject objectives The goal is to introduce the students to the basics of strategic management and business politics, the conceptual framework and the models, which provides the chances for the knowledge of concrete competition situation analysis and strategic dilemmas, how to identify and choose the superior competition position, how to analyze strategic situation and finally, how to create the organizational environment where the strategies are expected to give results.			
Subject outcomes The students will be enabled to analyze the chances and the environment dangers and to connect them with the possibilities and the company weaknesses, to define possible company directions., work out adequate strategic solutions, which will result in the development of distinctive characteristics that will finally maximize stakeholder values.			
Subject description Assignments: <i>Theoretical:</i> Business model and company paradigm, The basics of strategy and strategic management, The characteristics of the new business environment, Strategic management and competition advantage, Exterior environment and the exterior environment analysis, The internal factors and their analysis, Functional strategies, The implementation of the functional strategies, Competition strategy, The implementation of the competition strategies, Corporate strategies, The implementation of the corporate strategies, International strategies, Company enterprises strategies, Non-profit organization strategies. <i>Practical:</i> Case study and discussions. Strategy concept. Strategic leadership. Strategy implementation. Strategy and structure. Strategic change management.			
Materials Required: Coulter, M. (2010), <i>Стратегијски менаџмент на делу</i> , Дата Статус, Београд. <i>Additional:</i> Ђуричин,Д., Јаношевић, С., Каличанин,Ђ., (2014), <i>Менаџмент и стратегија</i> , девето издање, Економски факултет, Београд. Машић, Б. (2001), <i>Стратегијски менаџмент</i> , Универзитет “Браћа Карић”, Београд. Lumpkin, D. (2007), <i>Стратегијски менаџмент</i> , Дата Статус, Београд. Lynch, R. (1997), <i>Corporate Strategy</i> , Pitman Publishing Company.			
Total number		Courses: 3x15=45	Practice:3x15=45
Teaching methods Lectures are auditory supported by modern teaching tools and active student participation. Exerices include: consolidation of lectures; exams; individual work with students through seminar papers; team discussions. Concrete problem solutions.			
Grade (maximum number of points 100)			
Pre-exam assignments	points	Final exam	points
Course activity	20	written exam	
Practice	10	oral exam	30
Test-s	30	
Essay-s	10		