

Study program: Finance, banking and insurance (60 ECTS)			
Type and level of studies: Master academic studies, second level studies			
Course title: STRATEGIC MANAGEMENT			
Professor: Ljiljana Dimitrijević			
Course status: Obligatory			
ECTS Number: 7			
Condition: Enrolled I semester, completed course and successfully completed pre-exam obligations			
Objective: To introduce the student into the process of formulating, selecting and implementing a business strategy and to prepare for making concrete business decisions.			
Outcome: After passing the exam students can formulate the strategy of the business entity, the vision, the mission and the goals; defines alternative strategies and selects the optimal strategy; implement the strategy and control its implementation.			
Contents of the course: <i>Theoretical lessons:</i> Defining Strategic Management; schools of strategic management; Strategic Management Methods and Techniques, Rational Analysis, Breakdown Points, SWOT, TOWS, cost-benefit analysis, gap analysis, scenario methods, portfolio management, strategy formulation, vision, mission, goals, strategy, tactics, business strategy, strategy selection, strategies in the international environment; Processes of strategic management, environmental analysis, internal, external, resource analysis, cost analysis, profit analysis, procurement analysis, value chain analysis, benchmarking, competitiveness analysis; Strategy Implementation, Change Management, Resistance to Change, Types of Changes, Role of Leaders and Managers in Strategy Implementation, Change Management Structure, Types of Organizational Structures, Process Change Management, Innovation Management, Organizational Culture, Business Culture, Learning Organization, Communication Management, Time Management, information technology and strategic management, control of the implementation of the business strategy. <i>Practical lessons:</i> Exercises are realized through analyzes of examples of methods and techniques of strategic management; case studies of organizations that are successful in formulating and implementing the strategy; reports on the processes of strategic management and discussion; round table: change management; innovation management; communication management; time management; the influence of information technology on management, and the study research work. Preparation of colloquium and exams. Evaluation of realized teaching and analysis of its results.			
References: [1]. Dess G., Lumpkin G.T., Eisner A., (2007), Strategic Management, DataStatus, Belgrade, [2]. Lynch R., (2000), Corporate strategy, Pearson Education Limited, Essex, [3]. Ansoff I., McDonnell E., (1990), Implanting Strategic Management, Prentice Hall International New York, [4]. Champy J. and Hammer M., (1993), Reengineering the Corporation; A Manifest for Business Revolution, New York; Harper business.			
Number of active classes		Theoretical classes: 2	Practical classes: 2
Methods of teaching: Lectures are auditory, and are performed in amphitheater with all students, they are fully followed by video presentations. Exercises are conducted by groups of students in classrooms: (1) as auditory, where further topics are discussed; (2) as analytical, to analyze case studies of organizations that are successful in formulating and implementing the strategy; and (3) as, discussions where a round table discussion takes place.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	Points 40	Final exam	Points 60
activity during lectures	10	oral exam	60
colloquium-first	15		
colloquium-second	15		

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