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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Business Management** | | |
| Study Module (if applicable) | | | | Marketing | | |
| Course title | | | | Strategic Management | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Second | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer/lecturers | | | | Biljana B. Predić  Suzana D. Stefanović  Danijela M. Stošić | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *The main objective of the course is to acquire theoretical and practical knowledge, abilities and skills in the field of strategic management. The course should enable students to achieve this aim by introducing the process of strategy formulation, implementation and control. Students should learn basic methods, techniques and tools that enable decision making in the strategic management process and consider the significance of trends in the business environment and to analyze the structure of industries with the aim of forming a strategy that enables the achievement of business objectives.*  *Training students to collect, analyze and use relevant information from the environment in the process of decision making and performing managerial functions, particularly at the level of strategic management, the use of methods and techniques of strategic management in solving complex problems of organizational management, an identification and allocation of strategically important resources for gaining the competitive advantage of the organization, the evaluation of team's decisions in the strategic analysis, evaluation and implementation of a strategy.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *The concept and importance of the strategy, the process of strategic management, analysis of the general, competitive and internal environment, identifying ways, methods and pace of growth of the organization, financing growth, important aspects of strategy evaluation, the implementation of the strategy throughout the organizational structure, strategic human resource management, the strategic management of production and technology, the key concepts of marketing and logistics for strategic management of the organization, quality management for the purpose of strategic management.* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **20** | | **Written examination** | | |  |
| **Practical teaching** | **10** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |