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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Economics** | | |
| Study Module (if applicable) | | | | Marketing | | |
| Course title | | | | Growth and Development Strategy of Enterprises | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | First | | |
| Number of ECTS allocated | | | | 5 | | |
| Name of lecturer/lecturers | | | | Biljana Predić  Suzana Stefanović | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Acquiring theoretical and practical knowledge and skills in the area of ​​growth and enterprise development; introduction to the process of formulating and implementing a strategy of growth and development of enterprises; meeting with potential strategic options of growth and enterprise development; consideration of growth strategies of enterprises in terms of entering the international market.*  *To identify opportunities and constraints for the successful growth and development taking into account factors that affect the external and internal environment; analysis, selection and implementation of appropriate strategies of growth and enterprise development; making optimal management decisions when choosing a growth strategy; strategic allocation of significant resources in order to ensure growth and development; efficient resolution of problems related to the management of a company.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Theoretical and methodological problems of growth and development of enterprises; planning company growth; motives and factors of companies growth; choice of directions and methods of growth; the formulation of strategies: strategy of growth, stability, and withdrawal; internal, external and combined growth strategy, strategy of internationalization.* | | | | | | |
| **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** | | | | | | |