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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 | | | | Strategic Control 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 | | | | Bojan Krstić | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *• Informing students with the theoretical basis of the concept and system of strategic control, as well as business performance control process;*  *• Identifying the key elements and stages of the process of strategic control,*  *• Identifying the factors which influence on the quality of strategic control process;*  *• Familiarizing students with the methodology for strategic management, and specially for strategic control, as well as the Balanced Scorecard as a comprehensive system of strategic control of profit and non-profit organizations;*  *• Understanding the effects of application of contemporary models and approaches of strategic control of enterprises in the 21st century and the era of knowledge economy.*  *Acquiring knowledge and skills for solving management-control issues related to the implementation of strategic control of the company; Acquiring knowledge about the practical aspects and issues related to strategic control; Acquiring knowledge for effective application of the strategic control system.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *• Determinants and specificities of strategic control in multinational companies);*  *• Diagnostic systems of strategy control strategies by using the set of performance indicator and the budget*  *• Designing a system of business performance indicators,*  *• The problem of selecting the adequate set of business performance indicators for evaluating the efficiency of strategy based on strategy characteristics,*  *• Controlling by budgets;*  *• The Balanced Scorecard: a system for strategic control and improving the business performance;*  *• Applying the Balanced Scorecard concept;*  *• Key assumptions and elements for the successful implementation of the Balanced Scorecard concept in profit and non-profit organizations;*  *• Balanced Scorecard as a comprehensive management control system.* | | | | | | |
| **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** | | | | | | |