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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 [x]  Master’s [ ]  Doctoral |
| Type of course | [ ]  Obligatory [x]  Elective |
| Semester  |  [x]  Autumn [ ] Spring |
| Year of study  | First |
| Number of ECTS allocated | 5 |
| Name of lecturer/lecturers | Bojan Krstić |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [x]  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** |
| [x] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[x] 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** |