



Course unit Descriptor	Faculty of Economics Subotica	 UNIVERZITET U NOVOM SADU UNIVERSITY OF NOVI SAD
		
GENERAL INFORMATION		
Study program in which the course unit is offered	Economics	
Course unit title	Strategic Management	
Course unit code	OE-401	
Type of course unit ¹	Compulsory	
Level of course unit ²	First	
Semester when the course unit is offered	Winter	
Year of study (if applicable)	Fourth	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Maja Strugar Jelača, Assistant professor	
Mode of course unit delivery ³	Face-to-Face	
Course unit pre-requisites (if any)	-	
PURPOSE AND OVERVIEW (max 5-10 sentences)		
<p>The aim of the course is to present the main fundamentals of Strategic Management as well as to cover the strategic analysis concepts like industry analysis, resource and capabilities analysis through different management techniques. It highlights how organizations effectively implement their strategies through different organizational structures, business process, people and projects.</p>		
LEARNING OUTCOMES (knowledge and skills)		
<p>The students will acquire knowledge about the basic skills and abilities of the strategic leaders. Previously mentioned will help students to successfully analysis the business situation and make a decision about future direction and long-term competitive advantage. This involves the knowledge about leading change within the process of strategic formulation, implementation and control using a set of tools and techniques in order to improve organizational performances.</p>		
SYLLABUS (outline and summary of topics)		

¹ Compulsory, optional

² First, second or third cycle (Bachelor, Master's, Doctoral)

³ Face-to-face, distance learning, etc.

Theory

Theoretical foundation about: Strategic management concept (Strategic management as a process and fundamental elements of Strategic management: organizational vision and mission statement, strategic objectives); External situation analysis through forecasting and its techniques; Internal environment analysis through Value-Chain Analysis and Resource-Based view; Evaluating strategic position and future direction through different matrix; Different strategies and its formulation (expansion, diversification, integration, acquisition and merger); Strategic implementation and control.

Practice

Case studies about the experience of existing companies and its implemented strategies. Furthermore, empirical analysis of selected organization through: creating the organizational vision, mission statement and strategic objectives using BSC technique; preparing SWOT, TOWS and PESTLIED analysis; understanding the industry and competition using Porter's Five-Force model; analyzing internal resources through VRIO framework; evaluating investments in the company; using different decision making criteria for strategic formulation of business-level, corporate-level and international strategy.

LEARNING AND TEACHING (planned learning activities and teaching methods)

Lectures, presentations, case studies, brainstorming and discussion, tests.
Weekly Contact Hours: Lectures – 3 hours and Practical work – 2 hours.

REQUIRED READING

Dess, G. (2016). Strategic Management, NY: McGraw-Hill
Rothaermel, F. (2015). Strategic Management, second edition, NY: McGraw-Hill

ASSESSMENT METHODS AND CRITERIA

Pre-exam obligations are preliminary exam(s) as two colloquiums (50 points), Active class participation (10 points), Case study (10 points) and final oral exam (30 points).

LANGUAGE OF INSTRUCTION

English and Russian