

Course Unit Descriptor

Study Programme: Traffic Engineering			
Course Unit Title: Strategic Planning in Postal Traffic and Telecommunications			
Course Unit Code: S01330			
Name of Lecturer(s): Kujadžić Momčilo			
Type and Level of Studies: Bachelor level			
Course Status (compulsory/elective): compulsory			
Semester (winter/summer): Summer			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): Face-to-face			
Number of ECTS Allocated: 6			
Prerequisites: None			
Course Aims: Students gain basic knowledge about the process of strategic management and procedures of developing strategic plans in postal traffic and telecommunications.			
Learning Outcomes: Knowledge about the process of strategic management in postal traffic and telecommunications and ability to independently develop strategic plans in this area using UNDL methodology			
Syllabus: Trends in the development of postal traffic and telecommunications. Structural reforms of postal traffic and telecommunications: Model of strategic management of structural reform. Organizational reform in postal traffic and telecommunications. Strategic direction of the development of postal and telecommunication administration. Strategic management process in postal system. Analysis of business environment in postal system (SWOT analysis). Vision, mission and aims. Defining strategy. Implementing strategy. Strategy control. Strategic planning in postal and telecommunication systems: United Nations Development Programme (UNDP) methodology for developing strategic plans. Basic elements of postal and telecommunication strategic plan (Strategic questions, Main aims, Expected development, Operation framework, Profile and organizational structure, Strategic questions in the observed period., strategies and performance evaluation criteria. Financial plan. Special projects. Restructuring programmes.)			
Required Reading: Relevant literature in English TBD			
Weekly Contact Hours: 5		Lectures: 3	Practical work: 2
Teaching Methods: Lectures and practice classes			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Lecture attendance	5	Oral part of the exam	50
Exercise attendance	5	Written part of the exam	20
Term paper	20		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			