

Study Programme: Engineering Management			
Course Unit Title: Strategic Management			
Course Unit Code: IM1104			
Name of Lecturer(s): Bojan Lalić, Uglješa Marjanović			
Type and Level of Studies: bachelor			
Course Status (compulsory/elective): elective			
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: 5			
Prerequisites: none			
Course Aims: The objective of this course is (1) development and strengthening of strategic component in students thinking, (2) knowledge integration on companies functional strategies, (3) understanding of fundamental strategic concepts in industrial systems, (4) learning about dynamic influence of strategic actions and action plan on corporate strategy. The overall objective of the course is to fulfill and integrate strategic thinking component necessary to engineers who are working in top management.			
Learning Outcomes: Students who complete this course successfully will be able to (1) define strategic elements for systems development, (2) use tools for situation analysis in the enterprise, formulate conclusions, suggest and compare different strategies, (3) prepare action plan for implementation of selected strategy and (4) participate in strategy deployment in the enterprise with the role of an engineering manager or an analyst.			
Syllabus. The nature of Strategic Management. Internal and external situation analysis. PEST, 5 Porter Forces, Concurrent Intelligence, EFE Matrix. Industry branch analysis. RBV. Functional analysis of strategy. IT analysis. Value Chain Analysis. IFE Matrix. Long term and Short term goals. Transformation of value chain into competitive advantage. Long term goals. Strategic goals. Balanced scorecards. Strategy types and diversification. Creating, evaluation and strategy selection. SWOT, SPACE. Formulation and deployment of strategy. QSPM. Annual goals. Resources allocation. Structure and strategy. Functional deployment of strategy. Analysis, evaluation and control of strategy. EPS/EBIT analysis. Sustainable development strategy. Global influence. Geosocial specific issues. FAROUT. SERVO, McKinsey 7s, Shadowing, Product line analysis, Win/Loss analysis, analysis of strategic interconnectivity, reputation analysis, KPI analysis Technological analysis. Linchpin analysis.			
Required Reading: Relevant literature in English, tbd			
Weekly Contact Hours:2	Lectures: 3	Practical work: 0	
Teaching Methods: Lectures are auditory with theoretical treatment of the required number of case studies. Practice include auditory introduction to issues in focus, strategies analysis, selection, deployment and evaluation. Interactive processing of case studies and testing in Moodle environment is widely used.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Attendance			
Computer exercises			
Tests (4x)			

