

Strategic Management Course

<i>Name of the subject:</i> Strategic Management - PhD	<i>SUBJECT code:</i>	Weekly hours: 2	Credit: 15
<i>Subject leader:</i> Isidora Milosevic	<i>Academic Degree:</i> Associate Professor	<i>Prerequisites:</i> Possession of knowledge in the field organization science, general management, management of human resources, quality management and strategic management of main course	

Purpose of the course is to introduce and analyze of different approaches and techniques of strategic management. This includes both internal and environmental analysis company. The study of strategic of management and management of factors affecting the effective implementation of the strategy.

Course description: Knowledge and understanding of the process of strategic planning. intellectual, of a professional practical and transferable skills of communication, analysis, operations in team environment and further individual and collective learning and development.

Schedule

Weeks	Topics
1.	The concept of strategic management; The definition of purpose, goals and intentions
2.	The business mission and vision
3.	Rating of the environment; A competitive value
4.	Strategic analysis and choice of strategy
5.	Implementation of the strategy: Management, marketing, production, finance, ST and MIS
6.	Revision, evaluation and control strategy
7.	Levels of strategy and strategic process
8.	Matrix customers
9.	Maintenance advantages
10.	Strategy, structure and processes
11.	Strategy and cultures
12.	Management of strategic changes
13.	Corporate Strategy
14.	Strategy in relation to the ecology; Environmental aspects of strategic management; The Company's approach to environmental change and environmental protection

Final grade:

Seminar paper- 20, test- 40, oral exam- 40

Compulsory literature:

1. F.R. David, Strategic management (concept and cases), Tenth Edition, Pearson Education International, New Jersey, 2005.

<http://202.28.25.105/e-learning/courses/703309/document/StrategicManagementDavid.pdf?cidReq=703309>

Supplemental literature:

1. G. A. Cole, Strategic Management, 2nd Edition, Thomson, Nottingham, 2005.
2. A. Cassidy, Information systems strategic planning, Taylor and Francis Group, Aerbach Publications, New York, 2006.