

## Strategic Management Course

<i>Name of the subject:</i> <b>Strategic Management BSc</b>	<i>SUBJECT code:</i>	Weekly hours: 6	Credit: 4
<i>Subject leader:</i> Isidora Milosevic	<i>Academic Degree:</i> Associate Professor	<i>Prerequisites:</i> Knowledge of the basics of management and system theory	

<b>Purpose</b> of the course is to acquiring knowledge in the field of strategic planning.	
<b>Course description:</b> Overcoming techniques and technologies of strategic planning as well as mastering the appropriate tools to be used for this purpose	
<b>Schedule</b>	
<b>Weeks</b>	<b>Topics</b>
1.	The concept and characteristics of strategic management
2.	Strategic mission and vision
3.	The strategic analysis
4.	Strategic options
5.	The choice of strategy
6.	Implementation of the strategy
7.	Control of implementation of the strategy
8.	Tools and techniques of strategic management
9.	SWOT analysis
10.	Strategic wedges
11.	CSF method, the method scenarios, simulation method
12.	Delphi method, Method strategic portfolio analysis, technological
13.	Leadership: concept and definitions of leadership. The theories and leadership styles. The concept of network management.
14.	The concept of shared leadership. Team work. Independence of employees. Virtuall leadership. Strategy success.
<b>Final grade:</b> Activity during the lectures- 10; test -20; case study presentation- 10; oral exam- 60	
<b>Compulsory literature:</b>	
1. M. A, Hitt et al., Stretgic Management, 7e, Concepts and Cases, Texas A and M University, 2006. <a href="http://www.proz.com/stephanlangdon/Library/CESACORE/Hitt.StrategicManagement.pdf">http://www.proz.com/stephanlangdon/Library/CESACORE/Hitt.StrategicManagement.pdf</a>	

**Supplemental literature:**

1. G. Cole, Strategic Management, 2nd Edition, Middlesex University, 2003
2. Ž. Živković, M. Jelić, N. Popović, Strategijski menadžment, Štamparija Bakar, Bor, 2004.