

	<u>Subject title:</u> STRATEGIC MANAGEMENT			
<u>Subject code:</u>	<u>Subjects Status:</u>	<u>Semester:</u>	<u>Credit value:</u>	<u>Teaching load:</u>
MBS/SM	Compulsory	IV	6	3L+2T

<u>Study programme:</u> Academic Undergraduate Studies: Marketing
<u>Responsible Staff:</u> Assistant Professor Krivokapić Slobodanka, PhD, Teaching Assistant Marija Janković, MSc
<u>Pre-requisite:</u> Management Basics
<u>Mode of study</u> Lectures, tutorials, seminar papers, consultations, case studies, simulations, group work
<u>Assessment:</u> Written: 2 mid-term tests = 40 points Oral: Final exam = 50 points Attendance, Student participation = 10 points
<u>Objectives:</u> To enable students to improve their knowledge in the field of strategic management.

SYLLABUS:

- Strategic management and competitive advantage creation
- Company external environment analysis (Part I)
- Company external environment analysis (Part II). Company internal analysis environment
- The experience curve. Case study – Wall – Mart, the combination of the general leadership strategy (Part I)
- Business unit strategy
- Corporate strategy
- International strategy and value creation on global markets
- Digital business strategy. Capacity strengthening in instable environment
- Strategy implementation
- Entrepreneurship strategy
- Strategic control and corporative governance

READING LIST AND REFERENCES:

- Fred R. David *Strategic Management*, Pearson Education, Thirteenth Edition, 2011.
- Jeffrey S. Harrison, Caron H. St. John, *Foundations in Strategic Management*, South-Western College Pub, 3th edition, 2004 (ISBN 0324259174)