

Name subjects :		Strategic management		
Code subjects	Case status	Semester	Number of ECTS credits	Number of lessons (weekly)
PO3SM	Required	V	4	2P+1V

Studio programs for organized by : Polytechnic , general studies

Conditionality other Subjects : None .

Idea studies Subject : Understanding roles strategic access activities in the company , management organizational units and company in order to achievements and maintenance competitive advantages . Cognition holistic access and strategic way thoughts and acting in accordance with vision and mission companies . Adoption knowledge of strategy and process adoption strategic decision which are of key importance importance for success business companies ; presentation and explanation analytical tools , way their use in the process production and implementation strategies .

Goals studies Subject : Subject for goal there is a student meet with basic principles strategic overall commitment business companies .

The emphasis is on harmonization of " hard " and " soft " elements management which enable organizations to adapt changes in the environment , including and those related for new role business in society and sustainable development , and at the same time , they themselves constantly they change with support on technology , operational excellence , innovation , creativity internal culture and motivation of employees . In addition to getting to know each other with key concepts , frameworks and tools for application entrepreneurial access management , subject there is for goal and acquaintance with new tasks , role , profile and characteristics , or abilities modern manager and leaders .

Outcomes learning :

A student who successfully overcome this one subject , will be able to :

1. Understands strategic commitment companies ;
2. Recognizes and knows processes creation strategies , planning and implementation strategies ;
3. Recognizes and understands importance analyses external environment and the positions themselves companies ;
4. Understands and application basic concepts strategic reflections ;
5. Realizes analyses strategic practice , applies and uses analyzed methods and manages team .

Name and last name teacher and Associate : Assoc. Prof. Dr. Diana Kovačević , M.Sc. Andrew Leovac

Method teaching and overcoming materials : lectures , exercises , tests , projects tasks .

WORK PLAN

Sunday :	<i>Name methodological unit for lectures (L), exercises (V) and others teaching contents (O); Planned shape checks knowledge (Pz)</i>	
Preparatory Sunday	Introduction , preparation and enrollment semester .	
And Sunday	P/V/L	Basics strategic management : basic concepts and why learn about management , strategy and hers implementation
II	P/V/L	Strategy and search for competitive advantage ; Proactive and reactive strategy ; Strategy and company's business model Study case
III	P/V/L	Managerial process development , adoption and implementation strategies ; Five stages Creation : Vision , connection visions with goals companies ; adjustment in the process implementation strategies
IV	P/V/L	Influence global megatrends on business , entrepreneurship , management , technologies and Innovations . Entrepreneurship and entrepreneurial management as possible answer . Study case
V	P/V/L	Analysis market environment companies ; Competitive environment ; position competitors ; economic characteristics dominant in some industries ; Analysis funds and competitive positions companies ; Effectiveness existing strategy competitors
VI	P/V/L	Analysis industry ; influence on strategy companies . Strategy , ethics and social responsibility companies . Study case
VII	P/V/L	Five generic competitive strategy Strategy low-cost;strategy differentiation ; best-cost strategy ; Strategy focused low-cost; strategy focusing (strategy) market niches)
VIII	PZ	Colloquium Study case
IX	P/V/L	Strategic decisions outside the competitive sphere strategies Alliances , partnerships ; Merging and download ; Vertical integration ; Outsourcing - when him apply
X	P/V/L	Diversification – on new , connected and unrelated activities ; Study case
XI	P/V/L	Recapitulation materials and instruction work on analysis strategies companies Strategy on example sports
XII	P/V/L	Presentation group work on once or more processed study case
XIII	P/V/L	Presentation group work on once or more processed study case
XIV	P/V/L	Presentation group work on once or more processed study case
XVI	PZ	Final exam .
XVII	<i>Verification semester and enrollment rating</i>	
XVIII	Correctional exam deadline	

Obligations student in progress classes : lectures , exercises , discussions , projects tasks .

Consultations by e- mail : YES

Load student

Sunday

4 credits x 40/30 = 5 hours 20 minutes (total Sunday burden

Structure :

2 hours lectures

1 hour of exercise

2 hours 20 minutes independent work , including consultations .

In the semester

Total burden for subject 4x30 = 120h

Structure :

Teaching and final exam : 5h20min x 16 weeks = 85h 20min

Necessary preparations before beginning semester (administration , enrollment , certification) : 5h20minx2=10h40min

Supplementary work for preparation and laying remedial exam time : 0-24h

Literature :

Strategic management , looking for for competitive advantage ; Theory and cases from practice ; Arthur A. Thompson, Jr.; AJ Strickland III; John E. Gamble

Shapes checks knowledge and evaluation :

Activity on in the morning and tasks during semester (practical) assignments , homework tasks) 20%; colloquium 30%; project 20% i final exam – 30%

Rating	A	B	C	D	E
Number point	90-100	80-89	70-79	60-69	50-59