

Study program: Tourism and hospitality; Management of food technology and gastronomy			
Course name: Strategic management			
Наставник: Milena V. Marjanović, PhD Ivan Ž. Mihailović, PhD			
Subject status: compulsory course			
ECTS: 6			
Requirements: no requirements			
Aim of the course The aim of the course is to familiarize the students with issues in strategic management through certain methods and analysis related to the very subject. Special emphasis is placed on: predictions, planning, control and application of strategic management in practice: partial aims and their influence on a general aim. Another important topic that will be dealt with throughout the course is the informational management base. This way the students will be prepared to face practical challenges when making certain business decisions.			
Outcome of the course After successfully completing the course, students will be able to: successfully understand the importance of mission and vision as prerequisites for defining goals and an enterprise policy, understand the role of predictions and planning as a basis in the decision-making process. Students will have learned how to implement a strategy, how to perform a successful business surroundings analysis and an analysis of organizations' resources. Students will have understood the role of strategy in the realization of business operations, understood the role of information in the decision-making process, understood and demonstrated the process of feedback between a general strategy and a partial strategy, performed control and revision of a strategy.			
Content of the course <i>Theoretical lectures</i> Definition of strategic management and its content; Evaluation of strategic management system; Enterprise aims as a framework for strategic management; Prediction as a basis of strategic management; Analysis of a business environment, analysis of organization's resources; Shaping of a business strategy; Strategic planning; Implementation of a strategy; Organizational strategy; Business culture; Strategy control; Integration of information necessary for the decision-making process; Rationalization; Informational system of basic functions and their relation. <i>Practical course work</i> Defining the aims of an enterprise; Planning and predicting an enterprise's development strategy; Factors that have an influence on the decision-making process; Competition analysis; Strategy control; Integration of information necessary for the decision-making process; Managerial accounting; Informational system; TOP management.			
Literature <ul style="list-style-type: none"> • Марјановић, М., Михаиловић, И. <i>Стратегијски менаџмент</i>, ВПШСС Лесковац, 2009. • Миљисављевић, М. <i>Савремени стратегијски менаџмент</i>, Институтекономских наука, Економски факултет, Београд, 2002. 			
Total number of active teaching classes		Lectures: 45	Practical course work: 30
Teaching methods Lectures; practical course work, presentations of good examples of professional practice, case studies, preparation and presentation of term papers.			
Evaluation (maximum points 100)			
Pre-exam activities	Points	Final exam	Points
active participation in lecture classes	5	Written exam	

active participation in practical course work	5	Oral exam	45
Colloquium	30	
Term papers	15		