

<b>Course title: Strategies of Competitiveness</b>		
<b>Lecturer: Branislav Mašić</b>		
<b>Course status: Elective, Third Semester</b>		
<b>ECTS:12</b>		
<b>Requirements:</b>		
<b>Course aims:</b>		
The aim of this course is to develop competencies in the candidates, as well as to build up their knowledge and analytical skills, for the understanding and shaping of the determinants of the national, transnational and micro competitiveness, so that they would be able to create profitable companies and produce revenues in the long run.		
<b>Course outcomes</b>		
The doctor of economics, manager, consultant, an agent of change and a scientific researcher who will with his/her key knowledge, competencies and abilities be in the position to actively create a sustainable competitive advantage on the macro and micro level (as competitiveness of clusters and companies is the critical source of the national and regional prosperity).		
<b>Course contents</b>		
<i>Theory classes</i>		
<ol style="list-style-type: none"> <li>1. Competitiveness and strategy: main assumptions</li> <li>2. Determinants of the regional competitive advantage: factors and conditions (inherited and created potential), law of demand, related fields for support, strategy, structure and rivalry of companies, the role of possibilities, the role of the government.</li> <li>3. Index of competitiveness growth and the index of competitiveness of businesses, and the global index of competitiveness</li> <li>4. New global index of competitiveness: inherited natural resources (availability of natural resources, geographical location, the size of the domestic market and the population)</li> <li>5. Macroeconomic competitiveness (macroeconomic policies, social infrastructure and political institutions: basic human resources, political institutions and the state of law)</li> <li>6. Macroeconomic competitiveness (creation of the business concept and business model, strategies of sustainable competitive advantage, the quality of the national business environment, the state of cluster development, distinctive strategies that entail unique changes and innovative solutions, as well as operational efficiency)</li> <li>7. Generic competitive strategies</li> <li>8. The chain of value and competitive strategies</li> <li>9. Technology and competitiveness</li> <li>10. Corporate strategies and competitive advantage</li> <li>11. Entrepreneurial leadership as the key factor in the creation of competitive advantage</li> <li>12. National competitiveness in services</li> </ol>		
<i>Practice classes</i>		
Applied research in specific organizations by means of case studies from Harvard Business School, surveys and other research methods.		
<b>Recommended Literature:</b>		
<ol style="list-style-type: none"> <li>1. Michael E. Porter, (2008) <i>On Competition</i>, A Harvard Business Review Book</li> <li>2. Michael E. Porter, (1990) <i>The Competitive Advantage of a Nation</i>, The MackMillan Press, London</li> <li>3. Gary Hamel, C.K. Prahalad (1994) <i>Competing for the Future</i>, A Harvard Business Press</li> <li>4. Thompson, A.A., Strickland A.J., Gamble J.E. (2011) <i>Crafting and executing strategy: The quest for competitive advantage: Concepts and cases</i>, 18ED, McGraw-Hill/Irwin;</li> <li>5. Majkl E. Porter (2007) <i>Konkurentnska prednost</i>, Novi Sad: Asee</li> <li>6. Savić, N., Pitić, G. (Eds) (2010) <i>Kuda ide konkurentnost Srbije</i>, FEFA, Beograd</li> </ol>		
<b>Workload per week:</b>	Lectures: 3	Study research: 7
<b>Teaching methods:</b> Lectures, practices classes, case study, projects, presentations, consultations.		
<b>Knowledge assessment:</b> Case study – 20 points, Project – 50 points, Oral exam – 30 points		