

Course title: Strategic management			
Lecturer: Vilmoš Tot			
Course status: Required, Seventh Semester			
ECTS: 6			
Requirements: none			
Course aims: The course aim is for students to develop key abilities as managers, to strategically shape the future and change the organization according to the conditions in the surrounding, and to take a proactive approach, and ensure competitive advantage, profitability in the long run, in the dynamic, global environment.			
Course outcome The students will be trained to think critically and proactively about their business surrounding and the dynamic market. They will learn to use various tools and concepts of strategic management, such as strategic planning, gap analysis, portfolio management, TQM concept, as well as continuous staff training.			
Course content <i>Theory classes</i> The concept, definition and contents of strategic management; evolution of challenges and changes and their impact on organizations; the concept, methods and techniques of strategic management; process of strategic management, strategic control; new concept and approaches to strategic management. <i>Practice classes</i> Practical application of knowledge on specific examples through case studies, as well as through writing drafts and solving concrete company problems.			
Recommended Literature: 1. Mašić B., (2009) Strategijski menadžment, Univerzitet Singidunum, Beograd 2. Dess, Lumpkin, Eisner (2009) Strategic management, McGraw-Hill/Irwin, 5th ed., 3. Todorović, J., Đuričin, D., Janošević, S., Strategijski management (2003), Ekonomski fakultet Beograd, Beograd			
Number of active teaching classes		Theory classes: 2	Practice classes: 2
Teaching methods: Lectures, practice, case studies, seminar papers, presentations, mid-term tests, consultations.			
Knowledge assessment			
Pre-exam tasks	points	Final exam	points
In-class activity	10	Written exam	-
Practice classes	10	oral exam	30
Mid-term tests	30	
Seminar papers	20		