

**BASIC INFORMATION:**

Organizational unit	01.07.100.	<b>Faculty of Business Economics</b>
Abbreviation	<b>FPE-CMM</b>	
Chair	01.06.320.	Department of Marketing and Management
NAME of the subject/module		<b>Strategic Management</b>

**SUBJECT TYPE:**

Functional area	<b>Optional</b>
Level of abstraction	<b>Advanced</b>
Subject type - obligation	<b>Optional</b>

**COURSE REGISTRATION:**

Scientific field	<b>5.0.0</b>	<b>Social Sciences</b>
Scientific field	<b>5.2.00</b>	<b>Economy and business</b>
Narrow scientific field	<b>5.2.17.</b>	<b>Management</b>

**COURSE DESCRIPTION:**

Educational and professional goals:	Students should learn how to apply theoretical concepts of strategic management to real business situations and challenges, in order to develop practical skills in making strategic decisions. The goal is to help students develop the leadership skills needed to lead organizations and teams toward set goals and enable them to learn how to create and maintain competitive advantages for an organization in the marketplace.
Competences/educational outcomes:	Students will develop communication skills and the ability to make informed strategic decisions while developing ethical thinking and the ability to use strategic management tools and techniques to create competitive advantages for an organization and prepare for a successful career in management.
Skills Mastered:	Students in strategic management develop analytical skills, the ability to make informed decisions and communication skills. They also improve leadership, ethical thinking, the use of strategic management tools and the ability to apply theory to real situations. They also develop the ability to work in teams, identify competitive advantages and prepare for a career in management.
Course content:	<ul style="list-style-type: none"> <li>-Introduction to strategic management: basic concepts and definitions of strategic management, importance of strategic thinking in organizations.</li> <li>- Analytical framework of strategic management: consideration of tools and techniques for analyzing the internal and external environment of the organization, including SWOT analysis, competitor analysis and pestle analysis.</li> <li>-Strategy formulation: the process of defining the organization's mission and vision, setting strategic goals and developing strategic alternatives.</li> <li>- Strategy implementation: methods and tools for successful implementation of strategy in an organization, including organizational structure, change management and corporate culture building.</li> <li>-Evaluation and control: techniques for monitoring and evaluating strategy implementation, identifying key success indicators (kpis) and adjusting the strategy as needed.</li> <li>- Ethics and sustainability in strategic management: consideration of the ethical aspects of decision-making in strategic management, and the integration of sustainability and social responsibility in the strategic processes of the organization.</li> </ul>

## COURSE METRICS:

ECTS	Teaching activities (hour)					Individual work		EVERYTHING hours of work
	Contact classes	Exercises trainings	Seminar and stud. works	Pedagogical workshops	Professional and professional. practice	Individual. and group learning	Researchable. source	
<b>6</b>	<b>36</b>	<b>30</b>	<b>24</b>			<b>84</b>	<b>6</b>	<b>180</b>

<b>Teaching languages</b>	<b>Languages of the peoples of Bosnia and Herzegovina</b>			
---------------------------	---	--	--	--

## PREREQUISITES FOR ACCESS TO THE COURSE

Code	Name of the subject/module of knowledge	Grade	Description of conditions (additional)

## METHODOLOGY OF THE COURSE

During the processing of the case, the following are foreseen:

- 36 contact hours of interactive lectures;
- 30 hours for exercises and training
- 24 hours for making a seminar paper;
- 6 hours for source research.

Holding regular lectures to convey the theoretical basis of strategic management to students may include presentations, discussions and examples from real situations to connect concepts with practical examples. Lectures are conducted using didactic and educational content in electronic and digital form (including recorded lectures and mentoring exercises) on various video presentation media (interactive multimedia optical media).

Organizing seminar workshops or group discussions to deepen understanding of key concepts will enable students to work on assignments, analyze case studies and discuss strategic problems and solutions.

Integrating real business cases and case studies into teaching allows students to apply theoretical knowledge to concrete situations. This encourages analytical skills and critical thinking.

Organization of group projects or workshops in which students work on strategy development for real or simulated organizations encourages teamwork, practical application of theoretical knowledge and development of communication skills.

Through the use of online materials, webinars and learning support tools, students are enabled to independently research and learn about specific topics in strategic management.

Regular assessments, including tests, essays, presentations and projects will assess student progress and understanding. Timely feedback helps students improve their skills.

The availability of professors for individual consultations allows students to clarify concepts and get answers to questions and additional support.

Encouraging students to independently research and read relevant articles, books and research in the field of strategic management allows students to deepen their acquired knowledge.

Applying this methodology will enable students to develop a wide range of skills and understanding of strategic management through a combination of theoretical knowledge and practical experience.

## EVALUATION OF STUDENT WORK

Ord. no.	Type of evaluation	partial/ final	optional / mandatory	Percentage participation
01	Participation in contact work - interaction at lectures	pre-exam obligation	mandatory	10%
02	Student's seminar/professional papers	pre-exam obligation	mandatory	20%
03	Pre-exam activities – partial test (problem test-case study)	pre-exam obligation	mandatory	10%
04	Examination activities - final test	final	mandatory	60%

## LITERATURE / SOURCES (listed in order of importance)

Author (Last Name, First Name)	Publication name	Publisher's headquarters	Publisher	year editions	Kind public*
a/ Basic literature					
Z. Đurić	Strategic management	B. Luka	Apeiron	2011	Textbook
A. Thompson, Jr., J. Gamble	Strategic management	Zagreb	Mate doo	in 2008	Textbook
b/ Supplementary literature					
c/ Other sources - magazines,					
Author - Surname, First name (if the source is an article)	Name of the journal	Publisher's headquarters	Publisher	year editions	Kind magazine
c/ Other sources - Internet (WEB) sources					
Site name	Site address	Title of work/hyperlink		Read	
www.investopedia.com					
https://www.strategicmanagement.net/					
https://www.mindtools.com/amtbj63/swot-analysis					
(*)Type of publication (book, script, compendium, multimedia)					