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| **DZEMAL BIJEDIC UNIVERSITY OF MOSTAR** | | | | | |
| **Full course title:** | **Management** | | | **Course code:** | |
| **Course level/cycle:** | Undergraduate programme, cycle I | | | Year of study: I/ Semester: I | |
| **Course leader:** |  | | | | |
| **Contact details:** | **Consultation hours: Office: E-mail: Irma.Dedic@unmo.ba** | | | | |
| **Total class load:** | **Lectures per week: 2 class hours** | **Practical work classes per week: 2 class hours** | | | **Total class load: 60 class hours** |
| **ECTS credit value:** | 5 ECTS | | | | |
| **Faculty/School/Department:** |  | | | | |
| **Course status:** |  | | | | |
| **Pre-requisites:** |  | | | | |
| **Access restrictions:** |  | | | | |
| **Student workload:** | The number of ECTS points corresponds to the number of hours required for the realization of the teaching obligations and the preparation of the exams.  Through more detailed acquaintance with the basic phases of the management process (planning, organization, management and control), students are able to master the managerial skills with the ability to develop analytical thinking in order to manage dynamic business environment. | | | | |
| **Learning outcomes:** | Upon successful completion of this course, students will acquire the abilities of analytical reflection, adoption of fundamental managerial concepts relevant to companies that conduct their business activities within the tourism business that is determined by uncertainty and dynamism. | | | | |
| **Indicative syllabus content:** | 1. Knowledge, skills and role of strategic management 2. Vision Mission 3. Strategic analysis (internal and external analysis) 4. Generic blocks of competitive advantage 5. Generic Business Strategy 6. Implementing a business strategy (organizing) 7. Managing Changes 8. Strategic control | | | | |
| **Learning delivery:** | By combining different teaching methods with a cognitive approach to intercultural communication, and by implying different forms of teaching and learning (frontal, individual, group and pair work), students obtain the acquired managerial thinking skills. Students can develop the competencies of expressing, investigating, communicating, creating and reflecting, as well as the problem-solving skills. | | | | |
| **Other students’obligations (if required):** | 1. ex cathedra  2. group work - business planning  3.case study - analysis and discussion  4. guest lecturers | | 1. 50%  2. 20%  3. 20%  4. 10% | | |
| **Assessment weighting:** | 1. Obligatory arrival  2. Group Work – Business Plan  3. test (partial)  4. test (final)  5. Presentation | | 1. 5%  2. 25%  3. 30%  4. 30%  5. 10% | | |
| **Essential reading:** | 1. Strategic Management: Formulation, Implementation, and Control, John A Pearce, Richard Braden Robinson  2. Ralf Stacey; Strategic Management and Organizational Dynamics | | | | |
| **Course quality assessment:** | Student polls | | | | |