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| **DZEMAL BIJEDIC UNIVERSITY OF MOSTAR**  **FACULTY OF ECONOMICS** | | | | |
| **Subject:** | **Strategic manaGement** | | **Code: AB407** | |
| **Studies level, year of study, semester** | academic undergraduate studies | | year: IV / semester: 6 | |
| **Lecturer:** | Irma Dedić, PhD., assistant professor | | | |
| **Contact details:** | Address: Dzemal Bijedic University of Mostar, Faculty of Economics email: irma.dedic@unmo.ba | | | |
| **Total number of teaching hours:** | Lectures per week: 4 class hours | Practical work classes per week: 2 class hours | | Total class load: 90 class hours |
| **ECTS points:** | 6 ECTS | | | |
| **Degree:** | Bachelor of Economics | | | |
| **Subject status:** | Core | | | |
| **Preconditions for the subject:** | None | | | |
| **Limitations:** |  | | | |
| **Justification for the assigned ECTS:** | Number of ECTS points corresponds to the number of hours necessary for teaching hours and exam preparation. | | | |
| **Objective of the subject:** | 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. | | | |
| **Generic and specific competencies (knowledge and skills) / 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. | | | |
| **Subject's 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. Strategies of Strategic Business Units 7. Build competitive advantages through functional levels of strategy 8. Strategies at the level of a multidisciplinary enterprise 9. Portfolio Management 10. Implementing a business strategy (organizing) 11. Managing Changes 12. Strategic Control | | | |
| **Teaching methods:** | 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 requirements for the students** | 1. ex cathedra  2. group work - business planning  3.case study - analysis and discussion  4. guest lecturers | | | |
| **Structure of final grade** | 1. Obligatory arrival  2. Group Work – Strategic Plan  3. test (partial)  4. test (final)  5. Presentation | | | |
| **Literature:** | 1. Strategic Management: Formulation, Implementation, and Control, John A Pearce, Richard Braden Robinson  2. Ralf Stacey; Strategic Management and Organizational Dynamics | | | |
| **Quality control of successfulness of teaching** | Anonymous survey among students about quality of teaching | | | |