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| Course title | **Introduction to Strategic Management** |
| Semester | Winter semester |
| Faculty / Department | Faculty of Business Studies |
| Professor | Professor Katarina Zakić, PhD |
| ECTS credits | 9 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | 1. Development of management systems.2. Strategic planning, strategic management, strategic vision and business objectives.3. The concept, purpose and characteristics of the strategy.4. The process of creating a strategy, the hierarchy of strategies, strategy SPJ.5. The choice of strategy, strategic options.6. Entrepreneurial strategies and small business strategies Innovative strategies.7. Technology strategy, research and development strategies.8. International Strategies.9. Dimensions of strategic changes.10. Organizational structure and strategy.11. Control and strategic changes.12. Board of Directors and strategic changes.13. Management and strategic changes.14. Leadership and strategic changes. |
| Learning outcomes | The skill of strategic way of thinking, decision-making and undertaking business activities, the ability to define strategic problems and options, conducting SWOT and Pest analyses, the ability to define and analyze strategic options by choosing the best option and implement it in practice. |
| Length | One semester. |
| General information | The aim of the course is to enable students to understand running business in contemporary environment. Strategic management is a contemporary concept which has been generated in the process of development of system management relevant to a company which operates in an economy.  |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |