

Course title: Strategic Management
Course code: 25042
ECTS credits: 5
Requirements: None
Basic information
Level of studies: Undergraduate applied studies
Year of study: 3
Trimester: 7
Goal: To acquaint students with the dynamic changes in the environment and ways to adapt companies to change. To enable students to analyze the opportunities and dangers from the environment and bring them in connection with the opportunities and weaknesses of the company and thus define the possible directions of company development.
Outcome: After completing the course, students will be able to define the vision and mission of the company, set goals, design alternative strategies and select the optimal strategy. They will also be able to implement and control the implementation of the strategy.
Contents of the course
Theoretical instruction
1. Introductory chapters
2. Content and Process of Strategic Management
3. Prediction and Analysis of the Environment
4. Concepts, Methods and Techniques of Strategic Management
5. Formulation of Strategy
6. Implementation and Control (Implementation) of the Strategy
7. Change Management
8. Concluding Remarks
9. Preparation of Seminar papers
10. Defense of Seminar papers
Practical instruction (Problem solving sessions/Lab work/Practical training)
1. Practical application of Methods, Techniques and Concepts
2. Prediction and analysis of environmental factors
3. Analysis of external environment trends
4. Application of STRATEGIC MANAGEMENT METHODS AND TECHNIQUES: SWOT analysis,

5. Application of STRATEGIC MANAGEMENT METHODS AND TECHNIQUES: PESTEL analysis, Benchmarking,
6. Application of STRATEGIC MANAGEMENT METHODS AND TECHNIQUES: Portfolio concept,
7. Application of STRATEGIC MANAGEMENT METHODS AND TECHNIQUES: Scenario method,
8. Application of STRATEGIC MANAGEMENT METHODS AND TECHNIQUES: Opportunity and Danger analysis matrix, Delphi method,
9. Preparation of seminar papers
10. Defense of seminar papers
Textbooks and References
1. Ansoff I. , McDonnell E., Implanting Strategic Management , Prentice Hall International New York,
2. Champy J. and Hammer M., Reengineering the Corporation; A Manifesto for Business Revolution , New York; Harper business,
3. Milisavljević M., Strategijski menadžment , Čigoja štampa, Belgrade
4. Jovanović P., Strateški menadžment ,Grafoslog,Belgrade
5. Todorović J., Đuričin D., Janošević S., Strategijski menadžment , Institut za tržišna istraživanja, Belgrade
6. Vešović B.V. , Menadžment u saobraćaju , Univerzitet u Beogradu-Saobraćajni fakultet, Belgrade
Number of active classes (weekly)
Lectures: 4
Practical classes: 1
Other types of classes: 0
Grading (maximum number of points: 100)
Pre-exam obligations: Points
Activities during lectures: 10
Activities on practical exercises: 0
Seminary work: 40
Colloquium: 0
Final exam: Points
Written exam: 50
Oral exam: 0
Lecturer

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