

<b>Course title: Corporate Strategy</b>
Course code: 25046
ECTS credits: 6
Requirements: None
<b>Basic information</b>
Level of studies: Master applied studies
Year of study: 2
Trimester: 6
Goal: Getting students acquainted with the skills of creating value for the customer, i.e. providing a competitive advantage in the market. Enabling students to analyze the opportunities and dangers from the environment, to relate them to the opportunities and weaknesses of the company and thus define the possible directions of the company development.
Outcome: After completing the course, students will be able to see the competitive advantages, to define the way of implementing various business strategies as well as to choose the optimal strategy.
<b>Contents of the course</b>
Theoretical instruction
1. Introductory lesson
2. Value chain and competitive advantage.
3. Cost advantage.
4. Differentiation.
5. Technology and competitive advantage.
6. Competitive scope within the activity
7. Corporate strategy and competitive advantage
8. Implications for offensive and defensive strategy
9. Selection of topics for seminar papers
10. Defense of seminar paper
Practical instruction (Problem solving sessions/Lab work/Practical training)
1. Approaches to Cost Leadership Strategy
2. Approaches to the Differentiation Strategy
3. Approaches to Focus Strategy

4. Value Chain Link and Competitive Advantage
5. Competition in the industry
6. Potential of new entrants into the industry
7. Power of suppliers
8. Power of customers
9. Threat of substitute products
10. Preparation and defense of a seminar paper
<b>Textbooks and References</b>
1. M. E. Porter, Competitive Strategy: Techniques for Analyzing Industries and Competitors, New York, Free Press, 1980
2. M. E. Porter, The Competitive Advantage: Creating and Sustaining Superior Performance. NY: Free Press, 1985
3. M.E. Porter, "From Competitive Advantage to Corporate Strategy", Harvard Business Review, maj-juni 1987
4. M.E. Porter, The Competitive Advantage of Nations, The Free Press, Njujork, 1990
5. V. Adam Branderburger i Barry Nalebuff, Co-opetition (Currency/Doubleday, Njujork, 1996).
<b>Number of active classes (weekly)</b>
Lectures: 3
Practical classes: 1
Other types of classes: 0
<b>Grading (maximum number of points: 100)</b>
<b>Pre-exam obligations: Points</b>
Activities during lectures: 10
Activities on practical excersises: 0
Seminary work: 40
Colloquium: 0
<b>Final exam: Points</b>
Written exam: 50
Oral exam: 0
<b>Lecturer</b>
Vladeta Petrović, PhD
<b>Associate</b>

