



UNIVERSITY OF NIŠ

Course Unit Descriptor

Faculty

Faculty of Mechanical Engineering

GENERAL INFORMATION

| | | | |
|------------------------------|--|--|---|
| Study Program | Engineering Management | | |
| Study Module (if applicable) | - | | |
| Course Title | Strategic Management | | |
| Level of Study | <input checked="" type="checkbox"/> Bachelor | <input type="checkbox"/> Master's | <input type="checkbox"/> Doctoral |
| Type of Course | <input checked="" type="checkbox"/> Obligatory | <input type="checkbox"/> Elective | |
| Semester | <input type="checkbox"/> Autumn | <input checked="" type="checkbox"/> Spring | |
| Year of Study | III | | |
| Number of ECTS Allocated | 8 | | |
| Name of Lecturer/Lecturers | Dušan P. Dobromirov | | |
| Teaching Mode | <input checked="" type="checkbox"/> Lectures | <input type="checkbox"/> Group tutorials | <input type="checkbox"/> Individual tutorials |
| | <input type="checkbox"/> Laboratory work | <input checked="" type="checkbox"/> Project work | <input checked="" type="checkbox"/> Seminar |
| | <input type="checkbox"/> Distance learning | <input checked="" type="checkbox"/> Blended learning | <input type="checkbox"/> Other |

Purpose and Overview (max. 5 sentences)

The objective of this course is (1) development and strengthening of strategic component in students thinking, (2) knowledge integration on company's functional strategies, (3) understanding of fundamental strategic concepts in industrial systems, (4) learning about dynamic influence of strategic actions and action plan on corporate strategy. The overall objective of the course is to fulfill and integrate strategic thinking component necessary to engineers who are working in top management.

Syllabus (brief outline and summary of topics, max. 10 sentences)

The nature of Strategic Management in industry. Internal and external situation analysis. PEST, 5 Porter Forces, Concurrent Intelligence, EFE Matrix. Industry branch analysis. RBV. Functional analysis of strategy. IT analysis. Value Chain Analysis. IFE Matrix. Long term and Short term goals. Transformation of value chain into competitive advantage. Long term goals. Strategic goals. Balanced scorecards. Strategy types and diversification. Creating, evaluation and strategy selection. SWOT, SPACE. Formulation and deployment of strategy. QSPM. Annual goals. Resources allocation. Structure and strategy. Functional deployment of strategy. Analysis, evaluation and control of strategy. EPS/EBIT analysis. Sustainable development strategy. Global influence. Geosocial specific issues.

Language of Instruction

- Serbian (complete course) English (complete course) Other _____ (complete course)
- Serbian with English mentoring Serbian with other mentoring _____

| Assessment Methods and Criteria | | | |
|---|---------------|----------------------------|--|
| Pre exam Duties | Points | Final Exam | Points |
| Activity During Lectures | 5 | Written Examination | 50 |
| Practical Teaching | 20 | Oral Examination | Max. 35 (depending on Teaching Colloquia) |
| Teaching Colloquia | 25 | Overall Sum | 100 |
| *Final examination mark is formed in accordance with the Institutional documents | | | |