

## Specification for the Subject Book

<b>Curriculum</b>		<b>Technology Engineering</b>		
<b>Optional field (module)</b>				
<b>Type and level of studies</b>		<b>Master of Professional Studies, second degree studies</b>		
<b>Subject</b>		<b>Business strategy</b>		
<b>Teacher (lectures)</b>		<b>dr Milica S. Stankovic</b>		
<b>Teacher / Associate (exercises)</b>				
<b>Teacher / Associate (for OTC)</b>				
<b>ECTS credits</b>	<b>6</b>	<b>Subject status (compulsory / optional)</b>	<b>Optional</b>	
<b>Conditions</b>	None			
<b>Subject objectives</b>	The aim of the course is to introduce students to the principles and ways of functioning of the company, which is guided by the strategy, bearing in mind that in modern business conditions strategy becomes an essential planning decision. The goal is that students master the process of formulating, evaluating			
<b>Learning outcomes</b>	The ultimate outcome of the course should be the acquisition of theoretical and practical knowledge related to understanding the logic and characteristic activities in the process of strategic analysis, formulation, evaluation and implementation of the strategy and training students to identify possible strategic options at the enterprise and business units, construct strategy maps and use them for creating lists of aligned goals, analyze attractiveness of the branch and its segments, analyze the			
<b>Subject contents</b>				
<b>Theory classes</b>	Business strategy: Concept, essence and definitions. Strategic process. Strategy Folders / Aligned Lists. Strategy formulation. The relative attractiveness of the branch. The relative attractiveness of the company. Defining alternative strategies. Strategy evaluation. Strategy implementation. Significance of strategy change. The role of ERP software. The relationship between strategic management and business management. Risk management. Risk management conceptual and regulatory framework. Risk measurement.			
<b>Practice classes (exercises, OTC, study research work)</b>	The concept of value-based management. Value measurement - accounting performance metrics. Measurement of values - value measures of performance. Measuring value - the price of capital. Formulating a company level strategy. Formulating a Business Unit Level Strategy - External Environment Analysis. Formulating a Business Unit Level Strategy - Internal Environment Analysis and Generic Strategies. Organic Growth Strategy. External growth strategies. Value drivers. Discounted cash flow. Cost of capital. Free cash flow. Company expectations. Employee reward system in the concept of value-based management.			
<b>Literature</b>				
1	Ђуричин, Д., Јаношевић, С., Каличанин, Ђ., Менаџмент и стратегија, Економски факултет,			
2	Милисављевић, М., Стратегијски менаџмент, Економски факултет, Београд, 2012.			
3	Kaplan, R., Norton, D., The Strategy-Focused Organization: How Balanced Scorecard Companies			
<b>Lectures</b>	<b>Exercises</b>	<b>OTC</b>	<b>Study research</b>	<b>Other classes</b>
45	45	0	–	–
<b>Teaching methods</b>	Oral presentation method, interview method, seminar paper and demonstration method.			
<b>Knowledge score (maximum points 100)</b>				
<b>Pre-exam responsibilities</b>	<b>points</b>	<b>Final exam</b>		<b>points</b>
<b>Class activity</b>	5	<b>written exam</b>		
<b>practical teaching</b>	5	<b>oral exam</b>		40
<b>colloquiums</b>	40			
<b>seminars</b>	10			