Course specifications for the curriculum

Study program		**International economy and entrepreneurship**	
Elective field (module)			
Type and level of study		**Master vocational studies, second level of studies**	
Course title		**Business strategy**	
Lecturer		**PhD Milica S.Stanković**	
Teacher/fellow-worker (practical class		**PhD Milica S.Stanković**	
teacher/fellow-worker (other types of			
No. of ECTS	**10**	**Course status (mandatory/elective)**	**Mandatory**

Requirements	no requirements
Course objectives	The objective of the course is to familiarize students with the principles and ways in which companies operate being guided by a strategy, bearing in mind that in current business settings a strategy becomes a crucial planning decision.The goal is for the students to master how to formulate, evaluate and implement a business strategy. The set course objectives refer to the identification of possible strategic options, identification of the drivers of a strategy value, implementation of a model for its evaluation, and finally, the knowledge and mastery of a software support in formulating, evaluating and implementing the strategy.
Course outcomes	The main course outcome is to obtain theoretical and practical knowledge of understanding the logics and typical activities in the process of strategic analysis, formulating, evaluating and implementing the stategy. Also, the students will be trained to identify possibe strategic options at the level of companies and business units, make strategic maps and lists of harmonized goals based on them, analyze the atractiveness of a branch and its segments, analyze the resources and capacities of a company, and identify the elements of implementing a strategy.
Course content	
Theoretical classes	Business strategy: the notion, the essence and the definitions. Strategic process. Strategic maps/Harmonized lists. Formulation of a strategy. Relative attraction of a branch. Relative attraction of a company. Defining alternative strategies. Evaluation of a strategy. Implementation of a strategy. Importance of changing the strategy. The role of an ERP software. Relation between strategic management and business management. Risk management. Conceptual and regulatory framework for risk management. Risk measurement.
Practical classes (practical classes, other types of teaching,stu	Concept of the value- based management. Value mesaurement-accounting benchmark of performances. Value mesaurement-capital cost. Formulating a strategy for the company level.Formulating a strategy for the level of business units-analysis of the external settings. Formulating a strategy for the level of business units-analysis of the internal settings and generic strategies. Strategy of organic growth. Strategies of external growth. Value drivers. Discounted cash flow. Cost of capital. Free cash flow. Company expectations. System of rewarding the employees within the concept of value-based management.
Literature	
1	D.Đuričin,S.Janošević, Đ.Kaličanin, "Menadžment i strategija", Ekonomski fakultet, Beograd 2013.
2	M.Milisavljević, "Strategijski menadžment", Ekonomski fakultet, Beograd 2012.
3	R. Kaplan, D. Norton, "The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive in the New Business Environment", Harvard Business School Press, 2001.

No. of active weekly classes per semester/trimester/yaer

Lectures	actical class	OTT	Study research	other classes
45	45	–	–	–

Teaching methods	Method of oral presentation, method of discussion, method of seminar papers and method of demonstration.

Grade (maximal no. of points 100)

Pre-exam activities	points	Final exam	points
activity in class	5	written test	–
practical classes	5	oral exam	40
prelim exams	40		
seminar papers	10		