

Study program: Business Economics and Entrepreneurship (120 ECTS)			
Type and level of studies: Master academic studies, second level studies			
Course title: STRATEGIES OF GROWTH AND DEVELOPMENT OF ENTERPRISES			
Professor: Ljiljana Dimitrijević			
Course status: obligatory			
ECTS Points: 8			
Condition: Enrolled II semester, completed course and successfully completed pre-exam obligations			
Objective: Acquiring knowledge and developing the students' abilities to create and implement a sustainable enterprise development strategy in a modern turbulent market environment through familiarization with tools and techniques that are used in up-to-date strategic management.			
Outcome: After passing the exam, the student has acquired knowledge and skills for analyzing the environment, making and implementing strategic decisions, being able to identify problems and opportunities from the environment of the company, their adequate solution through the process of strategic management, as well as: creating a mission, vision, goals and the sustainable strategy of the company, the definition of the plan and the way of implementing the chosen strategies, the choice between several alternative strategies, the implementation of the chosen strategy, and the planning and implementation, control and evaluation of the strategy.			
Contents of the course <i>Theoretical classes.</i> Development policy and company strategy. Basic concepts from strategic management. The basic characteristics of the global market and the key forces that affect it. Significance and role of strategic management in the modern dynamic market operations of the company. Defining phases in the process of strategic management. Group decision-making and the role of the company's authorities in the management of the strategy. Division and analysis of the company environment. The process of spotting opportunities and threats from the company environment. Analysis of opportunities and shortcomings (weaknesses) of the company. Modern tools and techniques used in strategic management. Defining different types of strategy. Decision-making and selection criteria for the strategy. Selection of enterprise performance indicators and ways of measuring them. Control and evaluation of the strategy. <i>Practical classes.</i> Exercises are realized through interactive work with students where case studies are analyzed as well as current phenomena in strategic management and study research work, team work on the analysis of selected cases. Students are motivated to present their cases for specific situations and outline the situations and problems encountered in strategic management. Preparation of colloquium and exams. Evaluation of realized teaching and analysis of its results.			
Literature [1]. Milošević D., (2012), Strategy for growth and development of enterprises, Higher School for Business Economics and Entrepreneurship. White City. [2]. Coulter M., (2009), Strategic Management at Work, Data Status, Belgrade. [3]. Dess G., Lumpkin G., Eisner A., (2007), Strategic Management - Theory and Cases, Data Status, Belgrade.			
Number of active classes	Theoretical classes: 3		Practical classes: 3
Methods of teaching: Lectures are auditory, and are performed in amphitheater with all students, they are fully followed by video presentations. Exercises are conducted by groups of students in classrooms: (1) as auditory, where further topics are discussed; (2) as demonstrative, to present case studies as well as current developments in strategic management; and (3) as, discussions where the selected case studies are analyzed and discussed.			
Knowledge assessment (maximum number of points 100)			
Pre-exam obligations	Points 40	Final exam	Points 60
activity during lectures	10	Oral exam	60
colloquium-first	15		
colloquium-second	15		