



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

| 1.1. Course Name | Strategic Management | | | | | | | | |
|------------------------|--|--------------------|----------------|----------|----|-----------|----|--------------------------------|---|
| 1.2. Study Programme | Communication Management undergraduate professional study programme | | | | | | | | |
| 1.3. Course Short Name | STMEN | 1.7. Year of Study | Third | | | | | | |
| 1.4. Course Code | CM19127 | 1.8. Semester | Fifth/Winter | | | | | | |
| 1.5. Course Status | Obligatory | 1.9. ECTS | 4 | | | | | | |
| 1.6. Course Structure | <table border="1"> <thead> <tr> <th>Course Type</th> <th>Hours in Total</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Exercises</td> <td>10</td> </tr> </tbody> </table> | Course Type | Hours in Total | Lectures | 20 | Exercises | 10 | 1.10. Class Venue and Schedule | Bernays – According to published schedule |
| Course Type | Hours in Total | | | | | | | | |
| Lectures | 20 | | | | | | | | |
| Exercises | 10 | | | | | | | | |

2. TEACHING STAFF

| | | | |
|-------------------------|---------------------------------|------------------------|--|
| 2.1. Lecturer in Charge | Branimir Blajić | 2.6. Course Associates | |
| 2.2. Academic Rank | MSc | 2.7. Academic Rank | |
| 2.3. Teaching Rank | Lecturer | 2.8. Teaching Rank | |
| 2.4. Contact e-mail | branimir.blajic@bernays.hr | 2.9. Contact e-mail | |
| 2.5. Consultations | According to published schedule | 2.10. Consultations | |

3. COURSE DESCRIPTION

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|------------------------|--|
| 3.1. Course Objectives | <p>The aim of the course is to explain the role and importance of strategic management in organizations, processes and people management. After attending the course, students will be able to distinguish strategy from strategic management from different perspectives, analyse cases from business practice (taking into account internal and external environments, resources, opportunities, threats, strengths and weaknesses...). Students will also be able to understand ways of designing, analysing and implementing business enterprise strategies as well as specific functions within the enterprise (marketing, financial, accounting, human resources...). Finally, the aim of the course is to further develop presentation skills, strategic thinking and stimulate critical dialogue and to provide a context for making business decisions based on practical examples using the case study method.</p> |
|------------------------|--|



| 3.2. Enrolment Criteria | There are no additional requirements for enrolment. | | | | | | | | | | | | | | | | | | | | | |
|--|---|------------------------|---|-------------------|---|-------------------------|---|------------------------|---|----------------|------------|--------|-----------------------|----|-----------------------|----|---|----|---------------------|---|--------------|------------|
| 3.3. Learning Outcomes | <p>LO1: Describe the concept, meaning and goals of strategic management and business strategy of the enterprise as a whole and in the context of specific functions within the enterprise. Analyse internal and external factors to further develop adequate strategy, set the vision, mission and goals of the enterprise.</p> <p>LO2: Define the company's competitive advantage and apply generic competitive strategies in examples.</p> <p>LO3: Explain the implementation of the strategy through the concepts of Strategic Management, concept of structure, leadership, culture and marketing, and so on.</p> <p>LO4: Analyse case studies using tools and concepts from Strategic Management.</p> | | | | | | | | | | | | | | | | | | | | | |
| 3.4. Course Content | <ol style="list-style-type: none"> 1. Introduction to Strategic Management. Strategy and Strategic Management. Strategy Levels 2. Strategic Management Process. Mission, Vision and Strategic Goals. Strategic environmental analysis 3. Ethics and Social Responsibility in Strategic Management 4. Formulation of the strategy: corporate, business and functional strategies. 5. Strategic portfolio analysis 6. Future Prediction and Scenario Techniques 7. Competitive advantage. Basic strategic orientations. Strategic Alliances 8. Global Strategic Management. Strategic project management (models). E-strategy. 9. Implementation of the strategy. Control. | | | | | | | | | | | | | | | | | | | | | |
| 3.5. Types of Class Activities | X | Lectures | X | Exercises | X | Field Trips | X | Multimedia and Network | X | Mentored Paper | | | | | | | | | | | | |
| | X | Seminars and Workshops | X | Distance Learning | X | Independent Assignments | X | Laboratory | X | Misc. | | | | | | | | | | | | |
| 3.6. Course Language | Croatian Language (Course lecturer reserves the freedom to use case studies in English if justified) | | | | | | | | | | | | | | | | | | | | | |
| 3.7. Student Obligations | Active class participation; thorough and timely completion of homework and other assignments | | | | | | | | | | | | | | | | | | | | | |
| 3.8. Monitoring Student Work and ECTS | 1 | Class Attendance | 1 | Written Exam | 1 | Seminar Paper | 2 | Preliminary Exam(s) | 1 | Project | | | | | | | | | | | | |
| | 1 | Activities in Class | 1 | Oral Exam | 1 | Research | 1 | Essay | 1 | Misc. | | | | | | | | | | | | |
| 3.9. Grading Students during Class and Final Exam | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Grade Type</th> <th style="width: 30%;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Preliminary exam 1</td> <td style="text-align: center;">35</td> </tr> <tr> <td>2. Preliminary exam 2</td> <td style="text-align: center;">35</td> </tr> <tr> <td>3. Practical assignments: Case studies analysis</td> <td style="text-align: center;">25</td> </tr> <tr> <td>4. Class attendance</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Total</td> <td style="text-align: center;">100</td> </tr> </tbody> </table> | | | | | | | | | | Grade Type | Points | 1. Preliminary exam 1 | 35 | 2. Preliminary exam 2 | 35 | 3. Practical assignments: Case studies analysis | 25 | 4. Class attendance | 5 | Total | 100 |
| Grade Type | Points | | | | | | | | | | | | | | | | | | | | | |
| 1. Preliminary exam 1 | 35 | | | | | | | | | | | | | | | | | | | | | |
| 2. Preliminary exam 2 | 35 | | | | | | | | | | | | | | | | | | | | | |
| 3. Practical assignments: Case studies analysis | 25 | | | | | | | | | | | | | | | | | | | | | |
| 4. Class attendance | 5 | | | | | | | | | | | | | | | | | | | | | |
| Total | 100 | | | | | | | | | | | | | | | | | | | | | |



3.10. Obligatory Literature

1. Cingula, M., Tipurić, D., Buble, M. i dr. (2005). *Strateški menadžment*. Zagreb: Sinergija.

3.11. Supplementary Literature

1. Thompson, A. A. Jr., Strickland A. J. III i Gamble, J. E. (2006). *Strateški menadžment: u potrazi za konkurentskom prednošću*, IV izdanje. Zagreb: Mate.

2. Thompson, A. A. Jr., Strickland A. J. III (2001). *Strategic Management, Concept and Cases*, New York: McgrAW-Hill, Irwin.

3. Certo, S. C., Certo, S. T. (2009). *Moderni menadžment*, 10. Izdanje. Zagreb: Mate.

4. Poslovni časopisi:

Harvard Business Review (možete zatražiti kod nositeljice kolegija);

The Economist,

International Journal of Management i online izdanja (bloomberg.com; poslovnidnevnik.hr, limun.hr).

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires