



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Strategic Management								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	STMEN	1.7. Year of Study	Second						
1.4. Course Code	TDM19314	1.8. Semester	Third /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

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>
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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="text-align: left;">Grade Type</th> <th style="text-align: right;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Preliminary exam 1</td> <td style="text-align: right;">35</td> </tr> <tr> <td>2. Preliminary exam 2</td> <td style="text-align: right;">35</td> </tr> <tr> <td>3. Practical assignments: Case studies analysis</td> <td style="text-align: right;">25</td> </tr> <tr> <td>4. Class attendance</td> <td style="text-align: right;">5</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">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
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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