

Course Title	Strategic Management				
Faculty	Faculty For Law And Business Studies Dr Lazar Vrkatic				
Study Programme	Business Psychology				
Professor	Ljiljana Kontić, associate professor	Contact (e-mail address)	ljiljana.kontic@yahoo.com		
Code		Course level	master (MA)	ECTS credits	10
Description (max. 100 words)	<p>Central topics: The concept of strategic management. Vision and mission of organization; the analysis of internal environment; the assessment of external environment. The process of formulating strategies; the levels of strategy; implementation of strategy; strategic control of changes; the control of strategies.</p>				
Learning outcomes (max. 50 words)	<p>Applying knowledge from different sciences in the process of formulating and implementing business strategies. Knowledge of basic trends in surrounding countries and contemporary management concepts and techniques. The objective of the course is gaining mastery in theoretical and methodological basis of the concept of strategic management, as well as understanding processes in business organizations. The students will learn techniques necessary for formulating, selecting, implementing and controlling strategies and ways how financial effects influence motivate different interest groups within the organization and its environment.</p>				
Semester	4	Maximum number of visiting students			
Language	Serbian	Available for international students (YES or NO)		YES	