

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Strategic Management				
Head of course	PhD Ljerka Tomljenović, Senior Lecturer				
Study programme	Specialist professional graduate study Entrepreneurship				
Status of a course	Obligatory				
Year of study	1.	Semester	I.	ECTS credits	5
Teaching plan (L + E + S+ Pr)	2+2+0+0				
Goals of a course					
Introduce students to the key stages of the strategic management process					
Acquire competencies to design and manage the strategic management process					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 1: Recommend solutions for business operations improvement by analysing business indicators and reports.					
Outcome 2: Critically evaluate business decisions from the point of view of ethical and socially responsible business operations.					
Outcome 3: Apply management and marketing tools in managing business processes.					
Outcome 4: Suggest possible responses to changes in the business environment.					
Outcome 6: Apply methodology for planning and controlling the implementation of various plans.					
Outcome 7: Recognize forms of organizational culture and propose changes to improve.					
Outcome 8: Propose ways to manage human and other business resources.					
Outcome 12: Choose the right approach to communicating business content and motivating associates to achieve goals.					
Outcome 13: Propose appropriate ways of financing and managing finances in accordance with business needs.					
Outcome 14: Identify and evaluate different business risks and propose ways to manage risks.					
Expected learning outcomes on a level of a course					
1. Describe the basic features of key strategic approaches.					
2. Assess the organizational environment to determine the level of strategic capabilities.					
3. Design a strategic management process.					
4. Assess the appropriateness of strategic management tools in accordance with a specific problem situation.					
5. Conduct a strategic analysis of a selected organization or strategic evaluation of a selected strategy document, and orally present the results.					
Content of a course					
Skills of strategic thinking and process of strategic management. Evolution of challenges and changes as well as their influence on organizations management. Creating successful strategies and company environment. Creating strategy. Assessment of success and strategy application control. Modern strategic realities. Study of examples from practice.					
Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
Comments					
Students' obligations					

Grading, evaluation and monitoring of students' work continuously during lectures and exams

Grading is based upon evaluation of course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.

Continuous check-up:

Outcomes	Pre-exam I	Pre-exam 2	Project task	Homework assignments (case studies, examples etc.)	Threshold	Max
Outcome 1	13%				6,5%	13%
Outcome 2	12%			4%	8%	16%
Outcome 3	10%	20%		6%	18%	36%
Outcome 4		12%		8%	10%	20%
Outcome 5			15%		7,5%	15%
Percentage of ECTS	1,5	1,5	1	1		
Total	35%	32%	15%	18%	50%	100%

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

Exam term:

Outcomes	Written exam	Oral exam	Max
Outcome 1	13%		13%
Outcome 2	16%		16%
Outcome 3	36%		36%
Outcome 4	20%		20%
Outcome 5		15%	15%
Percentage of ECTS	4	1	
Total	85%	15%	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

Grading:

A student has passed the exam if he has acquired at least 50% of anticipated credits of a specific learning outcome.

If a student has passed learning outcomes of all courses, the accomplished credits (percentages) of all passed learning outcomes are being added, while the final grade is defined upon following table:

Range of credits (percentages)	Numerical grade	ECTS grade
90,00 – 100,00	Excellent (5)	A
75,00 – 89,99	Very good (4)	B
60,00 – 74,99	Good (3)	C
50,00 – 59,99	Sufficient (2)	D
0,00 – 49,99	Insufficient (1)	F

Obligatory literature

1. Buble, M., Cingula, M., Dujanić, M., Dulčić, Ž., Gonan Božac, M., Galetić, L., Ljubić, F., Pfeifer, S., Tipurić, D.: Strateški menadžment, Sinergija nakladništvo, Zagreb, 2005.
2. Buble, M., Cingula, M., Dujanić, M., Dulčić, Ž., Ljubić, F., Mencer, I., Pučko, D., Tipurić, D., Zen, L.: Strategijski menadžment, Sveučilište u Splitu, Ekonomski fakultet, Split, 1997.

Additional literature

1. Thompson, A. A.: Strateški menadžment: u potrazi za konkurentskom prednošću; teorija i slučajevi iz prakse, MATE, Zagreb, 2008.
2. Mencer, I.: Strateški menadžment: upravljanje razvojem poduzeća, Zagreb, TEB- poslovno savjetovanje, 2012.

