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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | Faculty of Economics |
| **GENERAL INFORMATION** |
| Study program  | **Economics** |
| Study Module (if applicable) | Marketing |
| Course title | Growth and Development Strategy of Enterprises |
| Level of study | [ ] Bachelor [x]  Master’s [ ]  Doctoral |
| Type of course | [ ]  Obligatory [x]  Elective |
| Semester  |  [x]  Autumn [ ] Spring |
| Year of study  | First |
| Number of ECTS allocated | 5 |
| Name of lecturer/lecturers | Biljana PredićSuzana Stefanović |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [x]  Project work [ ]  Seminar [ ] Distance learning [ ]  Blended learning [ ]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *Acquiring theoretical and practical knowledge and skills in the area of ​​growth and enterprise development; introduction to the process of formulating and implementing a strategy of growth and development of enterprises; meeting with potential strategic options of growth and enterprise development; consideration of growth strategies of enterprises in terms of entering the international market.**To identify opportunities and constraints for the successful growth and development taking into account factors that affect the external and internal environment; analysis, selection and implementation of appropriate strategies of growth and enterprise development; making optimal management decisions when choosing a growth strategy; strategic allocation of significant resources in order to ensure growth and development; efficient resolution of problems related to the management of a company.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| *Theoretical and methodological problems of growth and development of enterprises; planning company growth; motives and factors of companies growth; choice of directions and methods of growth; the formulation of strategies: strategy of growth, stability, and withdrawal; internal, external and combined growth strategy, strategy of internationalization.* |
| **LANGUAGE OF INSTRUCTION** |
| [x] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[x] Serbian with English mentoring [ ] Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **20** | **Written examination** |  |
| **Practical teaching** | **10** | **Oral examination** | **50** |
| **Teaching colloquia** | **20** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |