

NAME OF THE COURSE		Strategic analysis				
Code	EUB203	Year of study	3.			
Course teacher	Anita Talaja, PhD Želimir Dulčić, PhD	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Compulsory	Percentage of application of e-learning	40%			
COURSE DESCRIPTION						
Course objectives	The objectives of this course are to enable students to use methods and techniques of strategic analysis.					
Course enrolment requirements and entry competences required for the course						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Course learning outcome: Understand strategic analysis methods and techniques, and identify their role in strategic management process.</p> <p>1. Determine the process and models of strategic management.</p> <p>2. Classify different types of strategies.</p> <p>3. Analyze the role of strategic analysis in strategy formulation.</p> <p>4. Determine the elements of company's environment and environmental analysis methods.</p>					
Course content broken down in detail by weekly class schedule (syllabus)		Lectures	Exercises			
		Topic	Hours	Topic	Hours	
	1	Theoretical framework, goals and content of strategic analysis.	2	Opening discussion. Information on the course, requirements and grading.	2	
	2	Definition, role and concept of strategy.	2	Case study analysis.	2	
	3	Types of strategies.	2	Case study analysis	2	
	4	Strategy and profit.	2	Case study analysis	2	
	5	Choosing an industry.	2	Case study analysis.	2	
	6	How to compete?	2	Case study analysis.	2	
	7	Strategic analysis and strategic options.	2	Presentation of student research papers and practical example.	2	
	8	Strategic analysis and strategic planning.	2	Presentation of student research papers and practical example.	2	
	9	Strategic analysis and strategic alternatives.	2	Presentation of student research papers and practical example.	2	
	10	Phases of environmental analysis.	2	Presentation of student research papers and practical example.	2	
	11	General environment analysis.	2	Presentation of student research papers and practical example.	2	
	12	Industry environment analysis.	2	Strategic analysis tools.	2	
13	Internal environment analysis.	2	Strategic analysis tools.	2		
Format of instruction	<input type="checkbox"/> lectures		<input type="checkbox"/> independent assignments			

	<input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work	<input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/>				
Student responsibilities	Requirement for the successful completion of the course is 50% of class attendance for regular, full-time students. Students should also participate in case studies/assignments and present an essay.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	0.5 ECTS	Research		Practical training	
	Experimental work		Report		Case study	0.5 ECTS
	Essay		Seminar essay	2 ECTS	Individual evaluation (Other)	2 ECTS
	Tests		Oral exam		(Other)	
	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	Two individual evaluations are organized during the semester. Final grade is formed in following way: two individual evaluations during the semester or the final cumulative individual evaluation at the end of the semester - 40% of the grade, seminar (essay) - 40% of the grade, case studies/assignments - 20% of the grade. Grading intervals: 50-60% pass (2); 61-75% good (3); 76-85% very good (4), 86-100 excellent (5).					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	
	Buble, M. (ed.): Strateški management, Sinergija, Zagreb, 2005.			11		
	Grant, R.M.: <i>Contemporary Strategy Analysis: Concepts, Techniques, Applications</i> , Blackwell Publishers Inc., Malden, Massachusetts, Third edition, 2001.			1		
	<u>Thompson, A.A. et al.: Crafting and executing strategy: The quest for competitive advantage, Mc Graw Hill, 2020.</u>			1		
Optional literature (at the time of submission of study programme proposal)	Grant, R.M.; Jordan, J.: <i>Foundations of Strategy</i> , John Wiley and Sons Ltd., 2015.					
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Monitoring student's class attendance (teacher) • Class quality supervisions (Vice-Dean) • Analysis of student success (Vice-Dean) • Student survey on the quality of teachers and teaching (University of Split, Centre for Quality Improvement) • Final exam is relevant for the assessment of course outcomes. The content of exam is reassessed periodically in order to assure fit with course outcomes. 					
Other (as the proposer wishes to add)						