

Study programme: Master in Tourism			
Level: master			
Course title: Strategic Management of hospitality and tourism enterprises (MT224)			
Teacher: dr Svetlana M. Vukosav			
Status: obligatory for the module of Hotel Management, elective for the modules of Tourism and Hunting Tourism			
ECTS: 6			
Requirements: None			
Learning objectives Students learn to independently select possible strategies, apply methods and techniques of strategic management, strategic planning in hospitality and tourism enterprises.			
Learning outcomes Students master the theoretical and practical knowledge in the field of strategic management in the hospitality and tourism enterprises.			
Syllabus <i>Theoretical instruction</i> Analysis of approaches to strategic management - defining the concept, importance and characteristics of strategic management in general and in tourism. Strategic vision and objectives. Strategic options and their choice. Concept, methods and techniques of strategic management and strategic planning in the hospitality and tourism enterprises. <i>Practical instruction</i> Students are trained to independently select possible strategies, apply methods and techniques of strategic management, strategic planning in hospitality and tourism enterprises by working on concrete examples.			
Literature: 1. Čerović, S. (2009): Strategijski menadžment u turizmu, Univerzitet Singidunum, FHTM, Beograd. <i>Additional literatures</i> 1. Čerović, S. (2002): Strategijski menadžment turističke privrede Srbije, Ženlid, Beograd. 2. Moutinho, L.(2005): Strateški menadžment u turizmu, Masmedia, Zagreb.			
Weekly teaching load			4 (60)
Lectures: 2	Exercises: 2	Other forms of teaching: /	Student research: /
Methods of Teaching: Lectures, Illustration and Demonstration Practical skills			
Knowledge score (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45
Colloquia	20-40	
Seminar paper	0-5		