**Course title: Advanced Strategic Management**

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| **Course Basic Information** | | | |
| **Academic Unit:** | Management | | |
| **Course title:** | Advanced Strategic Management | | |
| **Level:** | Master | | |
| **Course Status:** | Mandatory | | |
| **Year of Study:** | Second year (Semester III) | | |
| **Number of Classes per Week:** | 2+0 | | |
| **ECTS Credits:** | 8 ECTS | | |
| **Time /Location:** | Monday: (15-18) | | |
| **Teacher:** | Enver Kutllovci | | |
| **Contact Details:** | [enver.kutllovci@uni-pr.edu](mailto:enver.kutllovci@uni-pr.edu)  Consultation schedule: Tuesday (11:00-12:30), Thursday (13:00-14:30) | | |
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| **Course Description:** | Advanced Strategic Management | | |
| **Course Goals:** | This course aims to provide students with insight into the need to integrate intuition and analysis into strategic management process, the organization’s benefits from good strategic management process, and explain how an organization can achieve long-term competitive advantage by successfully applying this process. | | |
| **Expected Learning Outcomes:** | After completing this course, students should be able:   * To describe the firm’s benefits from good strategic management * To describe how clear vision and mission statements are positively associated with other strategic management activities * To recognize the importance of the resource-based view (RBV) * To learn to clarify the PEST analysis, SPACE, IE, IFE and QSPM matrices * To be able to explain why organizational structure is important in implementing the strategy * To discuss the challenges of the XXI century in strategic management | | |
| **The importance of course** | Advanced Strategic Management is a discipline that aims to provide the opportunity for a scientific analysis of various strategic management techniques and the implementation of new concepts as a guideline in the continuation of their research. | | |
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| **Student Workload (should be in compliance with student’s Learnign Outcomes)** | | | |
| **Activity** | **Activity** | **Activity** | **Activity** |
| Lectures | 2 | 15 | 30 |
| Theory/ Lab Work/Exercises |  |  |  |
| Practical Work |  |  |  |
| Consultations with the teacher | 2 | 15 | 30 |
| Field Work |  |  |  |
| Test, seminar paper | 2 | 1 | 2 |
| Homework | 1 | 15 | 15 |
| Self-study (library or home) |  |  | 45 |
| Preparation for final exam | 4 | 1 | 4 |
| Assessment time (test, quiz, final exam) | 6 | 1 | 6 |
| Projects, presentations, etc. | 2 | 6 | 12 |
| **Total** |  |  |  |
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| **Teaching Methods:** | The way of learning will be through lectures (also with case studies and seminar papers). Teaching will take place in groups. For each segment of a lecture, the PP presentation is also prepared with the basic principles of the learning unit. In each section of the respective lectures, students are activated with additional comments, questions, and explanations as a result of questions. Students are comfortable to comment, ask and clarify dilemmas and eventual ambiguities. | | |
| **Assessment Methods:** | Assessment of acquired knowledge and skills is done through the following:   * **Exam I 25%** * **Presentation of case studies - critical reviews 25%** * **Final Exam 50%**   The first exam is carried out with a two-hour written examination as 50% of the subject’s curriculum is completed, and the second exam is carried out after the entire material is completed. The final exam is conducted verbally or in writing in suitable groups for objective conditions of the exam. If the exam is held in writing the results are given to students no later than 7 days from the day of the final exam. Students dissatisfied with the outcome have the right to appeal. | | |
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| **Primary Literature:** | 1. Fred R. David “Strategic Management” 2014 | | |
| **Additional Literature:** | * 1. John L. Thompson “Strategy in Action” 2012   2. Johnson.G, Whittington R, Scholes K “Fundamentals of Straregy” Zagreb, 2012   3. Izet Zeqiri “Menaxhmenti Strategjik” Shkup, 2011 | | |

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| **Designed teaching plan** | | |
| **Week** | **Title of the Lecture** |  |
| ***Week 1:*** | Subject introduction (objectives, content, methods of work, literature) | |
| ***Week 2:*** | A general overview of Strategic Management | |
| ***Week 3*:** | The nature of Strategic Management | |
| ***Week 4:*** | Strategy formulation | |
| ***Week 5:*** | The business vision and mission | |
| ***Week 6*:** | External analysis (PEST analysis, Porter’s five forces model, EFE and CPM matrix) | |
| ***Week 7:*** | Internal analysis (RBV, VCA, IFE) | |
|  | Exam-I | |
| ***Week 8:*** | Strategies in action (integration, intensive, diversification and defensive strategies) | |
| ***Week 9:*** | Strategy analysis and choice (SWOT, SPACE, IE, BCG, QSPM) | |
| ***Week 10:*** | Strategy implementation | |
| ***Week 11*:** | Strategy implementation (management and operations issues) | |
| ***Week 12*:** | Strategy implementation (marketing, finance/accounting, SIM and R&D issues) | |
| ***Week 13*:** | Strategy review, evaluation and control | |
| ***Week 14*:** | Business ethics, social responsibility, environmental sustainability | |
| ***Week 15*:** | Global/international issues | |
|  | Exam-II | |

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| **Academic Policies and Code of Conduct** |
| *We start and finish class on time.*  *Tools used during class must be cleaned and stored away at the end of class.*  *Mobile/smart phones, and other electronic devices (e.g. iPods) must be turned off (or on vibrate) and hidden from view during class time.*  *Laptop and tablet computers are allowed for quiet use only; other activities such as checking personal e-mail or browsing the Internet are prohibited.* |

**Note | If a student has more than 3 class assignments evaluated below 50% he/she loses the right on taking the final exam. Evaluation is done from 0-100 %.**