**Course title: Strategic Management**

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| **Course Basic Information** | | | |
| **Academic Unit:** | Management | | |
| **Course title:** | Strategic Management | | |
| **Level:** | Bachelor | | |
| **Course Status:** | Mandatory | | |
| **Year of Study:** | Third year (Semester VI) | | |
| **Number of Classes per Week:** | 2+1 | | |
| **ECTS Credits:** | 4 ECTS | | |
| **Time /Location:** | Tuesday (8:00-9:30, 9:45-11:15, 11:30-13:00) Class 9 | | |
| **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:** | Strategic Management | | |
| **Course Goals:** | This course aims to provide students with knowledge on strategic analysis, strategy formulation, strategy implementation, strategy control, and contemporary concepts in strategic management. | | |
| **Expected Learning Outcomes:** | After completing this course, students should be able:   * To describe the strategic management process * To write a good vision and mission statements * To recognize the importance of external and internal environmental analysis * To understand and use SWOT analysis and BCG matrix * To be able to explain why strategy implementation is more difficult than strategy formulation * To learn to outline the strategy’s assessment framework | | |
| **The importance of course** | Strategic Management is a discipline that aims to provide theoretical knowledge on the strategic management process but also to provide students with practical skills to implement this process in organizations. | | |
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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 | 1 | 15 | 15 |
| Practical Work |  |  |  |
| Consultations with the teacher | 2 | 15 | 30 |
| Field Work |  |  |  |
| Test, seminar paper | 2 | 2 | 4 |
| Homework |  |  |  |
| Self-study (library or home) | 1 | 15 | 15 |
| Preparation for final exam | 4 | 2 | 8 |
| Assessment time (test, quiz, final exam) | 1 | 1 | 1 |
| Projects, presentations, etc. | 2 | 1 | 2 |
| **Total** |  |  | **100** |
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| **Teaching Methods:** | The way of learning will be through lectures and exercises (with case studies and seminar papers the exercises will be carried out). 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 40%** * **Exam II 35%** * **Activity (Lectures) 10%** * **Activity (Exercises) 15%**   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. Vasilika Kume “Manaxhimi Strategjik”, 2010 | | |
| **Additional Literature:** | * 1. Grup autorësh “Menaxhmenti Strategjik” Zagreb, 2008,   2. Izet Zeqiri “Menaxhmenti Strategjik” Shkup, 2011   3. Williason, Jenkins, Cooke, Moreton “Strategic Management and Business analysis” 2006 | | |

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| **Designed teaching plan** | | |
| **Week** | **Title of the Lecture** |  |
| ***Week 1:*** | Subject introduction (objectives, content, methods of work, literature) | |
| ***Week 2:*** | Strategic Management (a general overview) | |
| ***Week 3*:** | Vission and mission statements and the philosophy of the company | |
| ***Week 4:*** | Organization goals, stakeholders of the organization, business ethics | |
| ***Week 5:*** | Environmental study and forecasting, competitive analysis | |
| ***Week 6*:** | Identifying competitive forces through structural analysis | |
| ***Week 7:*** | Internal environment analysis | |
|  | Exam-I | |
| ***Week 8:*** | Formulation of objectives and identification of strategic alternatives | |
| ***Week 9:*** | Identifying strategic alternatives (Corporate level strategies) | |
| ***Week 10:*** | Choosing and evaluating strategic alternatives | |
| ***Week 11*:** | General Electric (GE) matrix | |
| ***Week 12*:** | Strategy implementation | |
| ***Week 13*:** | Strategy control | |
| ***Week 14*:** | Strategic reviews | |
| ***Week 15*:** | Change management | |
|  | 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 %.**