

## SYLLABUS

Course basic data			
Academic unit:	Faculty of Tourism and Environment		
Course title:	Strategic Management		
Level:	Bachelor		
Course status:	Mandatory		
Year of study:	III		
Number of hours per week:	4		
Value in credits – ECTS:	5		
Time / location:			
Course leader:			
Contacting details:			
Course description			
	<p><i>This module is designed to familiarizing students with methods of business management, illustrating the theory with concrete examples from the practice of global business. Students need to know theories focusing on the organizational structure and culture of the organization, and techniques necessary strategic analyzes, including scenarios, scheduling based on assumptions, etc, SWOT analysis.</i></p>		
Course aims:			
	<p><i>Aim of this module is that through this module students learn the process of strategic planning of a business, develop personal skills of students make decisions, make coordination of the objectives of the decisions taken in the framework of the strategy of the firm.</i></p>		
Learning outcomes:			
	<p><i>Upon successful completion this module, students would be able to:</i></p> <ul style="list-style-type: none"> <li>• <i>understand the strengths and weaknesses assessment,</i></li> <li>• <i>recognize the environmental external projections of the company and the determination of results and Opportunities and threats that the firm's external environment,</i></li> <li>• <i>apply knowledge in the design of the mission, goals and objectives of the company,</i></li> <li>• <i>demonstrate knowledge to formulate and implement plans to achieve its goals and objectives.</i></li> </ul>		
Contribution in Student's learning ( should correspond with Students learning outcomes)			
Activity	Hrs	Days/weeks	Total
Lectures and exercises	4	15	60

Practical work			
Contact hours/consultations with lecturer	1	5	5
Exercises in the field			
Tests, seminars	3	5	15
Home work			
Student's independent study time (library or home)	3	10	30
Final preparation for exam	2	5	10
Time spent during assessment (tests, quizzes, final exam)	2		2
Projects, presentations, etc.	1	1	1
<b>Total</b>			<b>123</b>

<b>Teaching methodology:</b>	<i>Lectures, individual work, seminar tasks, discussion, group work.</i>
<b>Assessment methods :</b>	<i>Midterm test 20% Attendance and participation 10% Final exam 70% (Final exam will be comprised by different multiple choice questions, open questions, and a case study analysis)</i>

<b>List of references</b>	
<b>Basic literature:</b>	1. Vasilika Kume "Manaxhimi Strategjik" 2007 2. Grup autoresh – "Menaxhmenti Strategjik" 2008
<b>Additional literature:</b>	3. Fred David – "Strategic Management" 2010 4. Perace/Robinson : Strategic Management,

<b>Lectures timeline:</b>	
<b>Week</b>	<b>Lectures</b>
<b>First week:</b>	<b>Introducing strategy</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Second week:</b>	<b>Strategic Position – business environment</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Third week:</b>	<b>Strategic Position – Strategic capabilities</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Fourth week:</b>	<b>Strategic Position – Strategic purpose</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Fifth week:</b>	<b>Strategic Position – Culture and Strategy</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th</i>

	<i>Edition 2011. Pearson Education</i>
<b>Sixth week:</b>	<b>Strategic Choices – Business strategy</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Seventh week:</b>	<b>Student assessment – Midterm test</b>
<b>Eighth week:</b>	<b>Strategic Choices – Corporate strategy and diversification</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Ninth week:</b>	<b>Strategic Choices – International strategy</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Tenth week:</b>	<b>Strategic Choices – Innovation and entrepreneurship</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Eleventh week:</b>	<b>Strategy in Action – Evaluating strategies</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Twelwth week:</b>	<b>Strategy in Action – Strategic development processes</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Thirteenth week:</b>	<b>Strategy in Action – Organizing for success</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Fourteenth week:</b>	<b>Strategy in Action – Practicing strategy</b> <i>Johnson, Whittington &amp; Scholes, Exploring Strategy. 9th Edition 2011. Pearson Education</i>
<b>Fifteenth week:</b>	<b>Practice week</b>

<b>Academic policies and rules of conduct:</b>
Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.