

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:	3		
Value in credits – ECTS:	5		
Time / location:			
Course leader:	Prof. As. Dr. Artan Veseli		
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Course description			
	The course "Strategic Management" clearly gives meaning and importance of strategic management in the life of an organization. Formulating the mission, objectives and strategies properly, managers reach effective decisions. The purpose of this course is to acquaint students with the concepts and techniques of strategic management. Lectures will be combined with case studies and real examples.		
Course aims:			
	Through this course it is intended to acquaint the student step by step through all stages of strategic management that make an effective organization. Students should become familiar with the various situations that strategic managers are facing, which should be finalized with decision making in order to reach predetermined objectives: maximization of profit, which is the goal of every business.		
Learning outcomes:			
	This course is intended that students become familiar with the basic concepts of strategic management, techniques and criteria for making strategic decisions. It is important that students be able to think strategically about the company, to recognize the current position of the business direction of its long-term resources and competitiveness, the strategy should use to gain sustainable competitive advantage. Also, it is necessary to prepare the student for carrying out strategic analysis of different industries and competitive situations and in particular their training for a strong understanding of the challenges of a competitive global environment.		
Contribution in Student's learning (should correspond with Students learning outcomes)			
Activity	Hrs	Days/weeks	Total

Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	2	4	8
Exercises in the field (study visits)	4	1	4
Tests, seminars			
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	6	3	18
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.	3	1	3
Total			125

Teaching methodology:	The course will take place in duration of 15 weeks, with 2 hours lectures per week, where the theoretical concepts will be treated and explanation will be provided about the management processes, and 1 hour in class group exercises. The exercises will be held in group where the real case studies will be analyzed and discussed in group. This way of organizing the exercises will help students to acquire the theoretical concepts logically and organically connect theory and practical aspects of business activity. Students will be subject to assessment during the cycle of this course (group presentation) and a final exam at the end of the full cycle of this course.
Assessment methods :	Group presentation 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)

List of references	
Basic literature:	1. Vasilika Kume "Manaxhimi Strategjik" 2007 2. Johnson, Whittignton & Scholes, "Exploring Strategy". 9th Edition 2011. Pearson Education
Additional literature:	1. Grup autoresh – "Menaxhmenti Strategjik" 2008 2. Fred David – "Strategic Management" 2010

Lectures timeline:	
Week	Lectures
First week:	Introducing strategy Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education

Second week:	Strategic Position – Business environment Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Third week:	Strategic Position – Strategic capabilities Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Fourth week:	Strategic Position – Strategic purpose Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Fifth week:	Strategic Position – Culture and Strategy Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Sixth week:	Strategic Choices – Business strategy Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Seventh week:	Strategic Choices – Corporate strategy and diversification Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Eighth week:	Strategic Choices – International strategy Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Ninth week:	Strategic Choices – Innovation and entrepreneurship Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Tenth week:	Strategy in Action – Evaluating strategies Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Eleventh week:	Strategy in Action – Strategic development processes Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Twelwth week:	Study visit in Partner Enterprises
Thirteenth week:	Strategy in Action – Organizing for success Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Fourteenth week:	Strategy in Action – Practicing strategy Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
Fifteenth week:	Group Presentation

Academic policies and rules of conduct:

Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.