

Course basic data			
Academic unit:	Faculty of Management		
Course title:	Strategic Management		
Level:	Bachelor		
Course status:	Compulsory		
Year of study:	III		
Number of hours per week:	4		
Value in credits – ECTS:	5		
Course leader:	Artan VESELI, MBA, PhD Candidate		
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Course description			
	<p>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.</p>		
Purpose of subject:			
	<p>Through this course it is intended to affect 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.</p>		
Learning outcomes:			
	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Understand and be able to assess the strengths and weaknesses of the company, • Recognize the external environmental opportunities of the company and the determination of results of opportunities and threats that the firm's external environment brings. • Apply knowledge gained from this course in the formulation of the mission, goals and objectives of the company, • Demonstrate knowledge to formulate and implement plans to achieve its goals and objectives. • Understand the organizational culture and be able to adopt in different cultural settings. 		
Contribution in Student's learning (should correspond with Students learning outcomes)			
Activity	Hrs	Days/weeks	Total
Lectures	2	15	30

Theory/Lab exercises	2	15	30
Practical work			
Contact hours/consultations with lecturer	1	1	1
Exercises in the field			
Tests, seminars			
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	5	3	15
Time spent during assessment (tests, quizzes, final exam)	2		2
Projects, presentations, etc.	1	2	2
Total			125
Methodology of teaching (and learning)	The course will take place in duration of 15 weeks, with 3 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 analysed 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 a test or group presentation and a final exam at the end of the full cycle of this course.		
Assessment Methods (Eligibility Criteria)	Midterm test or Group Presentation 20% Attendance and participation 10% Final exam 70% (Final exam will be comprised by different methods, and a case study analysis)		
List of references			
Basic literature:	➤ Vasilika Kume "Manaxhimi Strategjik" 2007		
Additional literature:	➤ Johnson, Whittignton & Scholes, "Exploring Strategy". 9th Edition 2011. Pearson Education		
Lectures timeline:			
	Week	Lecture to be held	
<i>First week:</i>	Introducing strategy Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education		
<i>Second week:</i>	Strategic Position - business environment Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education		
<i>Third week:</i>	Strategic Position - Strategic capabilities Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education		
<i>Fourth week:</i>	Strategic Position - Strategic purpose		

	Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
<i>Fifth week:</i>	Strategic Position – Culture and Strategy Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
<i>Sixth week:</i>	Strategic Choices – Business strategy Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
<i>Seventh week:</i>	Student assessment – Midterm test / Group Presentations
<i>Eighth week:</i>	Strategic Choices – Corporate strategy and diversification Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
<i>Ninth week:</i>	Strategic Choices – International strategy Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
<i>Tenth week:</i>	Strategic Choices – Innovation and entrepreneurship Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
<i>Eleventh week:</i>	Strategy in Action – Evaluating strategies Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
<i>Twelfth week:</i>	Strategy in Action – Strategic development processes Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
<i>Thirteenth week:</i>	Strategy in Action – Organizing for success Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
<i>Fourteenth week:</i>	Strategy in Action – Practicing strategy Johnson, Whittignton & Scholes, <i>Exploring Strategy</i> . 9th Edition 2011. Pearson Education
<i>Fifteenth week:</i>	Practice week
Academic policies and rules of conduct:	
<i>Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.</i>	