



COURSE SYLLABUS						
Level of studies	Bachelor	Program	Management	Academic year	2020-21	
Course title	THE BASIS OF STRATEGIC MANAGEMENT					
Year	III	Course Status	Obligatory	ECTS	7	
Semester	V					
Weeks	15		Classes	Lectures	Exercises	
				2	2	
Method of instruction	Lectures, exercises, papers, seminars, tests, homework, consultations, etc					
Consultations	Once a week					
Lecturer	Dr. Fatbardha Jashari		Tel/mob	044/447-123		
			e-mail	fatbardha58@hotmail.com		
Assistant			Tel/mob			
			e-mail			
Course objectives			Learning outcomes			
<p>The purpose of this course is to enable students to understand the basic concepts of management and the object of study in this field.</p> <p>Get acquainted with management, its forms, ways and types and their application in practice, for implementing strategic decisions and solving managerial problems across entities.</p>			<p>Knowledge:</p> <ul style="list-style-type: none"> - Analyze the process of strategic planning in general, - Develop strategic decision making skills, - Coordinate objectives with decisions taken in the context of the development strategy of the country, organization, sector, etc., - Recognize organizational theories focusing on the structure and culture of the organization, - Knowledge of the techniques required for strategic analysis, - Recognize the challenges that managers face, etc. 			
TEACHING METHODOLOGY:						
<p>Introducing Power Point teaching topic, large-scale exercises.</p> <p>Repetition of the preliminary topic by the assigned group of students, analysis, research and individual and team exercises.</p> <p>Case study or assignment (for exercises) related to the lectured topic</p>						
REQUIRED TEACHING CONDITIONS:						
Classrooms equipped with a computer, a projector, and of course, a blackboard for the exercises.						
Assessment method (in %):						
Presentation and teamwork: 0-4 % Individual presentation: 0-3 % Activity: 0-3 % Seminary work: 0-10 %			Assessment in %	Final mark		
			91-100	10 (ten)		
			81-90	9 (nine)		

Test I: 0-15 % Test II: 0-15 % Final exam: 0-50%	71-80	8 (eight)		
	61-70	7 (seven)		
	51-60	6 (six)		
COURSE REQUIREMENTS				
Lectures	Exercises			
Attendance, Active participation, Seminar papers, projects, Participation in tests and exercises, Final exam	Attendance, Individual and group work in study cases, Participation in discussions.			
COURSE WORKLOAD				
Activity	Hours	Days/weeks	Total	
Lectures	2	15	30	
Exercises	2	15	30	
Practical work	2	10	20	
Contacts with professor/Consultations	3	10	30	
Field exercises				
Colloquiums/Seminars	5	2	10	
Homework	1	10	10	
Student's personal study time	2	10	20	
Final preparation for the exam	10	1	10	
Time spent on assessment (test, quiz, final exam)	5	2	10	
Projects, presentations, etc.	5	1	5	
Note: 1 ECTS credit= 25 hours commitment, for example, if the course has 6 ECTS credits the student must have a commitment of 150 hours for semester		Total workload:	175	
Week	Lectures		Exercises	
	Topic	classes	Topic	classes
1	Week one: An overview on strategic management. 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 5-18.	2	Exercises: on a general strategic management perspective.	2
2	Week Two: Characteristics of strategic decisions; Strategy levels; 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 24-40	2	Exercises: on the characteristics of strategic decisions; Strategy levels	2
3	Week Three: Creating the philosophy and mission, the vision of the company; 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 67-83	2	Exercises: on creating the philosophy and mission, the vision of the company.	2
4	Week Four: Organization affiliates; Business ethics. 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 86-105	2	Exercises: on the associates of the organization; Business ethics	2

5	Week five: Environmental study and forecasting, competitive analysis. 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 113-124	2	Exercises: on environmental study and forecasting, competitive analysis.	2
6	The first test Week six: Identifying the strategic position through close environment analysis. 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 117-177	2	Exercises: on identifying the strategic position through close environment analysis	2
7	Week Seven: Internal Environment Analysis. 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 203-236	2	Exercises: on the analysis of the internal environment.	2
8	Week Eight: Distinctive competencies. 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 246-252	2	Exercises: Distinctive competencies	2
9	Week Nine: Formulating objectives and identifying strategic alternatives. 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 275-302	2	Exercises: on formulating objectives and identifying strategic alternatives	2
10	Week ten: Alternative methods for strategy development. 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 329-336.	2	Exercises: on alternative methods for strategy development.	2
11	Eleventh Week: Choosing and Evaluating Strategic Alternatives. 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 349-381	2	Exercises: on selecting and evaluating strategic alternatives	2
12	Twelfth week: Industry environment and strategic choice. 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 383-398.	2	Exercises: on the industry environment and strategic choice.	2
13	Week thirteen: Implementing the strategy . 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 413-445.	2	Exercises: on strategy implementation.	2
14	the second test Week fourteen: The strategy control process. 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 455-479	2	Exercises: on the strategy control process.	2

15	Week fifteen: Managing change; 1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018, pages 501-513	2	Exercises: on change management;	2
LITERATURE				
Required textbook: “				
1. “Strategic Management” (Theories, Concepts, Applications) Vasilika Kume, Tirana 2018				
Additional materials:				
1. “Small and Medium Business” , M.Mustafa, E.Kutllovci, P.Gashi, B.Krasniqi, Prishtina 2008.				
2. “Small Business Entrepreneurship and Management” Ariana Çepani, Tirana 2006				
OBSERVATION:				
Students are expected to have with them the required materials for each of the topics in order to ensure a regular teaching/learning process. By the end of the class, students are usually given their assignments, mainly essays or seminar papers concerning the discussed topic. Students are obliged to present their seminar papers in front of their colleagues and thus encourage discussions about the outcomes.				
RULES OF CONDUCT:				
Students should be responsible and respect the institution and academic rules. They should attend their lectures and exercises regularly and demonstrate a steady interest and engagement in the course, will to cooperate with each-other, and respect for all the people surrounding them. They should strictly follow their professors' instructions during their seminar papers and other assignments in the framework of their studies. Tests and exams are assessed individually for each of the student, therefore, they should concentrate and rely on their own knowledge. Students are also obliged to have an index or Id card otherwise they will not be allowed to take the exams. Eventual breach of these rules and all the rules in general defined in the Status of College "Biznesi" will be punishable conform legal norms.				

Course Professor:

Dr. Fatbardha Jashari