



University "Ukshin Hoti" Prizren
Faculty of Economics
Program: Business Administration (MSc)

SYLLABUS							
Level of studies	Master	Program	Business Administration		Academic year	2023/24	
SUBJECT		STRATEGIC MANAGEMENT					
Year	II	Course status	Obligatory	Code		ECTS credits	7
Semester	III						
Teaching weeks	15			Teaching hours	Lectures	Exercises	
					3	2	
Teaching methodology	Interactive lectures, discussions, seminar papers, etc.						
Consultation							
Professor	Prof. Asoc. Dr. Behxhet Brajshori			E-mail	behxhet.brajshori@uni-prizren.com		
				Tel.	044 507 018		
Assistant	Ass. PhD(c). Leonora Sopaj			E-mail	leonora.sopaj@uni-prizren.com		
				Tel.	044 757 427		
Course objectives				Learning outcomes			
<p>This course aims to provide students with knowledge on strategic analysis, including strategy formulation, strategy implementation, strategy control on the organization's benefits from good strategic management as well as explaining how an organization can achieve long-term competitive advantage by successfully applying strategic management strategic.</p>				<p>After completing the course, students should be able to:</p> <ul style="list-style-type: none"> ▪ To describe the process of strategic management ▪ Write a good vision and mission for the organization ▪ To know the importance of the external and internal analysis of the environment ▪ Identify and evaluate SWOT analysis and BCG matrix to suggest strategies ▪ To be able to identify information in support of decision-making to improve the performance of the organization ▪ Be able to explain why strategy implementation is more difficult than formulation 			
Teaching methodology							
Interactive lectures, seminar papers, discussions etc.							
Conditions for implementation of the course topics							

Classroom, computer and projector.

Examination methods and grading

Students are evaluated through testing, whereas the final grade consists of four components: - Attendance and activity classes: 1-10 points - First colloquium: 0-40% (0-40 points) - Second Colloquium: 0-40% (0-40 points) - Seminar paper 0 – 10% (0 – 10 points) - Final exam: 0 - 100 % (0 - 100 points)	Evaluation in%	Final grade
	91 - 100	10 (ECTS – A)
	81 – 90	9 (ECTS - B)
	71 – 80	8 (ECTS - C)
	61 – 70	7 (ETCS - D)
	51 – 60	6 (ETCS - E)
	40 - 50	5* (ETCS – FX)

Student obligations

Lectures	Exercises
<ul style="list-style-type: none"> - Attending lectures, - Participation in debates, - Adhering to the code of conduct, etc. 	<ul style="list-style-type: none"> - Attending of hours of exercise - Adhering to the code of conduct, etc

Student workload (must correspond with learning outcomes)

Activity	Hours	Days/week	Total
Lectures	3	15	45
Exercises	2	15	30
Consultation with teachers	1	14	14
Field work visits	4	2	8
Practical work (Internship)	2	5	10
Seminars	3	10	30
Own study time	2	12	24
Preparation for final exam	2	3	6
Time spent on assessment (tests, exams, etc.)	2	4	8
Note: 1 ECTS credit = 25 hours workload, i.e. if the subject has 6 ECTS credits student must have 150 hours workload during the semester		Total workload:	175

Designed study plan

Week	Lectures		Exercises	
	Topic	Hours	Topic	Hours
1.	Subject introduction (objectives, content, methods of work, literature)	3	Subject introduction	2
2.	Strategic management (a general overview)	3	Questions and discussions	2
3.	Vission, mission and philosophy of the company	3	Questions and discussions	2

4	Assessment of the nature of environment, recognition and prediction of environmental influences, identification of competitive forces through structural analysis	3	Questions and discussions	2
5	Identifying strategic position through analysis of near environment, priority matrix of factors	3	Concrete examples	2
6	Strategy analysis and choice (SWOT, BCG)	3	Questions and discussions	2
7	Distinctive competencies, competitive advantages, cost competitive dynamics	3	Questions and discussions	2
8	First colloquium	3	Preparation for the first colloquium	2
9	Formulation of objectives and identification of strategic alternatives	3	Examples and discussions	2
10	Choosing and evaluating strategic alternatives	3	Questions and discussions	2
11	Strategy implementation	3	Questions and discussions	2
12	Strategy control	3	Questions and discussions	2
13	Managing changes, ten key factors.	3	Examples and discussions	2
14	Managing phases in changes	3	Questions and discussions	2
15	Second colloquium	3	Preparation for the second colloquium	2

LITERATURE

Basic literature:

- Dr. Thomas Wunder, Essentials of Strategic Management, 2016

Additional literature:

- Jay B. Barney & William S. Hesterly, Strategic Management and Competitive Advantage, 2015
- Dr. Vasilika Kume, Manaxhimi strategjik, teori koncepte, zbatime, botimi i tretë, Tiranë, 2013
- Prof. Dr. Izet Zeqiri” Menaxhmenti Strategjik-Krijimi i avantazhit Konkurses” Shkup, 2016.

Academic policies and code of conduct

- Students must respect the schedule of lectures, exercises and be attentive in class.
- Student must have their ID card with them, they cannot undergo the test without their ID card.
- During the drafting of the course papers, the student must adhere to the instructions given by the teacher.
- The use of mobile phones is not allowed during the test/exam hours.