



UNIVERSITETI - UNIVERSITY
“ISA BOLETINI”
MITROVICË

Course Outline Model (Syllabus)		
Faculty:	Economics	
Name of study program:	Business and Management	
Department:	Specialization: Management and Entrepreneurship	
Level:	Bachelor	
The code of subject:		
Subject:	Strategic Management	
Subject Status:	Compulsory	(Compulsory or Elective)
Semester:	VI	(Winter / Summer)
Total hours:	2+1	(According to approved programe)
ECTS:	7	(According to approved programe)
Schedule / Hall		
Academic year:	2022/2023	
Professor:	Prof. Dr. Isa TAHIRI	
Assistants:		
Contact:		
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	Mobile:	

Brief content of subject	The strategic management module is designed to study the process of strategic management. Strategy formulation, vision analysis, mission of an organization, review of management principles and techniques. Organizational and environmental analysis models on management theories and practices. Formulation and implementation of strategy in corporations, businesses, effective strategic development and leadership, etc.
Aims	The aim of the strategic management course is to provide students with basic knowledge on the main concepts of the strategy, also through this module it is intended that the knowledge of acquired students to integrate and apply in advance in different management situations of corporations, businesses, etc.

Expected goals and outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> ▪ <u>Describe</u> the importance of strategic management planning in a dynamic business environment, ▪ <u>Understand</u> the process of strategic management and strategy formulation, know how to define the vision, mission, main objectives, specific objectives of businesses, determine the degree of risk of non-implementation of strategies, ▪ <u>Implement</u> monitoring and control of business strategy based on the planned strategy, ▪ <u>Argue</u> the application of the necessary methods for strategic analysis, using SWOT analysis, scenarios, planning based on assumptions, to determine the realization of planned activities with those realized, ▪ <u>Recommend</u> a sustainable strategic management approach by conducting the necessary analyzes in order to use resources rationally and efficiently, ▪ <u>Create</u> adequate strategic analysis in line with the analysis of the internal and external environment faced by businesses, using the relevant resources and benefits. 	
PROGR AM	Weeks	Topic and Readings
	Week - I	Introduction to the course, concepts and syllabus reading
	Week - II	An overview of strategic management
	Week - III	The nature of strategic management
	Week - IV	Strategy formulation
	Week - V	Business vision and mission
	Week - VI	External analysis and internal analysis
	Week - VII	The first test
	Week - VIII	Strategies in action
	Week - IX	Analysis and strategy selection
	Week - X	Strategy implementation
	Week - XI	Marketing, finance, accounting, research and development issues
	Week - XII	Strategy evaluation
	Week - XIII	Strategy review, evaluation and control
	Week - XIV	Presentation of projects by students
	Week - XV	Second Test

LITERATURE	<p>Basic literature:</p> <ul style="list-style-type: none">• Izet Zeqiri: Menaxhmenti Strategjik, Shkup, 2017• Vasilika Kume “Manaxhimi Strategjik” 2007 <p>Additional literature:</p> <ul style="list-style-type: none">• Allen C. Amason, Andrew Ward “Strategic Management-From Theory to Practice” ISBN 9780367430061, Published August 11, 2020 by Routledge• Menaxhimi Strategjik, Grup Autoresh Zagreb, Kolegji Victory, 2008																																																				
Teaching methodology	<p>Teaching will take place through lectures, practical assignments, individual and group interpretations, periodic self-assessments, etc. All these will be realized in the theoretical and practical aspect by presenting the materials in audiovisual form through electronic technology.</p> <p>Presentation of the learning topic in Power Point, exercises on large sheets Repetition of the topic</p> <p>preliminary from a certain group of students, analysis, research and team exercises. Case study or assignment (for the exercise class) related to the taught topic, etc. In theoretical terms general scientific knowledge based on literature will be provided contemporary.</p> <p>The practical part will mainly be realized through concrete examples from the literature and from practical knowledge of private and public manufacturing enterprises and for-profit organizations.</p> <p>The ratio between the theoretical and practical part is given in the tabular part of the program study. Practical theory ratio: 65% theory and 35% practice / seminars / exercises.</p>																																																				
	<table><tr><th colspan="4">Contribution to student workload (which should correspond to student learning outcomes 1 ECTS credit = 25 hours)</th></tr><tr><th>Activity</th><th>Hours</th><th>Days/weeks</th><th>Total</th></tr><tr><td>Lectures</td><td>2</td><td>15</td><td>30</td></tr><tr><td>Exercise sessions (with TA)</td><td>1</td><td>15</td><td>15</td></tr><tr><td>Consultation with professor</td><td>1</td><td>15</td><td>15</td></tr><tr><td>Colloquia / seminars</td><td>3</td><td>3</td><td>9</td></tr><tr><td>Independent tasks</td><td>1</td><td>15</td><td>15</td></tr><tr><td>Student's own study time (in the library or at home)</td><td>4</td><td>15</td><td>60</td></tr><tr><td>Final preparation for the exam</td><td>2</td><td>7</td><td>14</td></tr><tr><td>Time spent on assessment (tests, quizzes, final exam)</td><td>2</td><td>5</td><td>10</td></tr><tr><td>Projects, presentations, etc.</td><td>2</td><td>5</td><td>10</td></tr><tr><td>Total</td><td></td><td></td><td>175</td></tr><tr><td colspan="3"></td><td></td></tr></table>	Contribution to student workload (which should correspond to student learning outcomes 1 ECTS credit = 25 hours)				Activity	Hours	Days/weeks	Total	Lectures	2	15	30	Exercise sessions (with TA)	1	15	15	Consultation with professor	1	15	15	Colloquia / seminars	3	3	9	Independent tasks	1	15	15	Student's own study time (in the library or at home)	4	15	60	Final preparation for the exam	2	7	14	Time spent on assessment (tests, quizzes, final exam)	2	5	10	Projects, presentations, etc.	2	5	10	Total			175				
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EVALUATION	<p>Evaluation methods</p> <p>The assessment of the knowledge and skills acquired by the student will be done through participation and interactivity in lectures and exercises with 10%, Papers and group research projects with 10%, the first assessment test with 40% and the second assessment test with 40%. Total points 100%.</p> <p>Grade grades:</p> <p>50-less - grade 5 (five) 51-60% - grade 6 (six) 61-70% - grade 7 (seven) 71-80% - grade 8 (eight) 81-90% - grade (nine) 91-100% - grade (ten)</p>
ACADEMIC POLICIES	<p>Further guidance:</p> <ul style="list-style-type: none"> ● Working with computer <p>Written papers must be written in computerised form. In the seminars it is obligatory to respect the criteria for both the visual and the substantive aspects of the required works. Spelling rules and APA style are required during the written work.</p> <ul style="list-style-type: none"> ● Ethics in learning <p>All students tasks should be the student's work. There will be no tolerance for copying, "borrowing" from the Internet or any other material. The same or similar works will have negative ratings on the student's final grade.</p> <ul style="list-style-type: none"> ● Deadlines <p>The deadlines will be set in agreement with the students. There will be no tolerance for delays in submission. Student's absence to class when the task is explained does not justify the student for not submitting the paper. The deadline will be given earlier. If student is traveling abroad, he/she must submit their work earlier. The student has the right to request consultation with the professor whenever needed and necessary for the performance of his / her work.</p> <ul style="list-style-type: none"> ○ Rules of conduct and academic policies: <ul style="list-style-type: none"> o student's active participation in lectures o participation in discussions, comments and free expression of academic opinion, opinion and attitude (with arguments) o mandatory independent work and the use of additional sources of information (various scientific websites, scientific journals, conference proceedings etc.) o adherence to lecture schedules without prejudice to academic freedom (silent cell phones) o respect for the speech, thoughts and ideas of colleagues o low tolerance for late arrivals and departures without a valid reason o preparing and equipping relevant lectures (teacher's obligation).

Mitrovicë

Subject teaching professor:

03/01/2022

(Name Surname)

(Signature)