

University:	University “Ukshin Hoti” Prizren
Academic unit:	Faculty of Life and Environmental Sciences
Study program:	Agribusiness management
Course title:	Strategic Management
Level:	Master
Course status:	Obligatory (O)
Study year/semester:	Year 2 / Semester 1
Number of hours per week:	3 + 2
Credit value – ECTS:	6
Time / location:	To be announced
Lecturer:	Prof. Dr. Remzi Keco
Contact details:	rkeco@ubt.edu.al, +35569 20 95 456
Course description	The course provides specific knowledge on issues of strategic business development that are primarily related to the study and evaluation of competition and the internal environment, company structure and dimensions of company structure including the implementation of positioning analysis. Further, the course provides knowledge on the formulation of objectives and strategic alternatives at the company level, including vertical integration strategies. Lastly, the course addresses the problems of selecting and evaluating strategic alternatives, implementing the selected strategy, and the implementation process strategy.
Course objectives:	This course will provide to students knowledges, skills, qualities and competencies to assess the business situation, resources, strengths, weaknesses, threats, opportunities, to formulate business strategies, to enable the implementation of these strategies and to make the final assessment of their long-term impact on business. This course enables to students building a clear roadmap on the methods that businesses shall follow to develop strategically.
Learning outcomes:	After completing the course, students will be able to: <ul style="list-style-type: none"> ▪ Recognize and interpret the variables of the internal business environment ▪ Recognize and interpret the variables of the external environment ▪ Identify and evaluate strategic alternatives

	<ul style="list-style-type: none"> ▪ Formulate the best strategy for the business ▪ Implement the business strategy ▪ Assess the impact on long-term business development. 																																							
Contribution on student load (must correspond with learning outcomes)																																								
Activity	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Hours</th> <th style="width: 30%;">Days/week</th> <th style="width: 40%;">Total</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>3</td> <td>13</td> </tr> <tr> <td>Exercise theoretical/laboratory</td> <td>2</td> <td>13</td> </tr> <tr> <td>Practice work</td> <td>1</td> <td>3</td> </tr> <tr> <td>Contact with lecturer/consultations</td> <td>1</td> <td>15</td> </tr> <tr> <td>Field exercises</td> <td>0</td> <td>3</td> </tr> <tr> <td>Mid-terms, seminars</td> <td>1</td> <td>1</td> </tr> <tr> <td>Homework</td> <td>1</td> <td>13</td> </tr> <tr> <td>Individual time spent studying (at the library or home)</td> <td>2</td> <td>15</td> </tr> <tr> <td>Final preparation for the exam</td> <td>2</td> <td>8</td> </tr> <tr> <td>Time spent in evaluation (tests, quiz, final exam)</td> <td>2</td> <td>2</td> </tr> <tr> <td>Projects, presentations, etc.</td> <td>3</td> <td>1</td> </tr> <tr> <td>Total</td> <td></td> <td>150</td> </tr> </tbody> </table>	Hours	Days/week	Total	Lectures	3	13	Exercise theoretical/laboratory	2	13	Practice work	1	3	Contact with lecturer/consultations	1	15	Field exercises	0	3	Mid-terms, seminars	1	1	Homework	1	13	Individual time spent studying (at the library or home)	2	15	Final preparation for the exam	2	8	Time spent in evaluation (tests, quiz, final exam)	2	2	Projects, presentations, etc.	3	1	Total		150
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Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.																																							
Examination methods:	Regular and active attendance: 10%, Midterm exam: 20%, Course project: 10%, Final exam: 60%.																																							
Basic Literature:	<p>Strategic Management, B.Musabelliu, D. Kërçini; 2018.</p> <p>Strategic Management; An Integrated Approach, Ch.Hill, G. Jones, 2007.</p> <p>Strategic Management and Strategic Competitiveness, Hitt; Ireland; Hoskisson, 2004.</p> <p>Business Process Outsourcing The Competitive Advantage, Rick L. Click; Thomas N. Duening, 2006</p>																																							
Additional Literature:	<p>Revolution In Creative Business Strategy, Bob Schmetterer, 2003.</p> <p>Business Process Management , Margaret May, 2003.</p>																																							

Study SCHEDULE

Week	L/s	Topics	Didactic Materials
<i>First week:</i>	L	Company organization	lex ppt, literature
<i>Second week:</i>	L	Company organization	lex ppt, literature
<i>Third week:</i>	S	Module description, objectives, requirements, procedures, etc.	lex ppt, literature
<i>Fourth week:</i>	L	Company organization	lex ppt, literature
<i>Fifth week:</i>	L	Company organization	lex ppt, literature
<i>Sixth week:</i>	S	Company organization	lex ppt, literature
<i>Seventh week:</i>	L	Strategic management process	lex ppt, literature
<i>Eighth week:</i>	L	Strategic management process	lex ppt, literature
<i>Ninth week:</i>	S	Company organization	lex ppt, literature
<i>Tenth week:</i>	L	Strategic management process	lex ppt, literature
<i>Eleventh week:</i>	L	Strategic management process	lex ppt, literature
<i>Twelfth week:</i>	S	Strategic management process	lex ppt, literature
<i>Thirteenth week:</i>	L	Environmental study and evaluation, competitive analysis	lex ppt, literature
<i>Fourteenth week:</i>	L	Environmental study and evaluation, competitive analysis	lex ppt, literature
	S	Strategic management process	lex ppt, literature
<i>First week:</i>	L	Environmental study and evaluation, competitive analysis	lex ppt, literature
<i>Second week:</i>			
<i>Third week:</i>	L	Environmental study and evaluation, competitive analysis	lex ppt, literature
	S	Environmental study and evaluation, competitive analysis	lex ppt, literature
<i>Fourth week:</i>	L	Internal environment analysis	lex ppt, literature
<i>Fifth week:</i>	L	Internal environment analysis	lex ppt, literature
<i>Sixth week:</i>	S	Environmental study and evaluation, competitive analysis	lex ppt, literature
<i>Seventh week:</i>	L	Formulation of objectives and identification of strategic alternatives	lex ppt, literature
<i>Eighth week:</i>			
<i>Ninth week:</i>	L	Formulation of objectives and identification of strategic alternatives	lex ppt, literature
	S	Internal environment analysis	lex ppt, literature
<i>Tenth week:</i>	L	Formulation of objectives and identification of strategic alternatives	lex ppt, literature
<i>Eleventh week:</i>			
<i>Twelfth week:</i>	L	Formulation of objectives and identification of strategic alternatives	lex ppt, literature

	S	Formulation of objectives and identification of strategic alternatives	lex ppt, literature
<i>Thirteenth week:</i> <i>Fourteenth week:</i>	L	Selection and evaluation of strategic alternatives	lex ppt, literature
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	L	Selection and evaluation of strategic alternatives	lex ppt, literature
	S	Selection and evaluation of strategic alternatives	lex ppt, literature
<i>Fourth week:</i> <i>Fifth week:</i> <i>Sixth week:</i>	L	Implement the strategy	lex ppt, literature
	L	Implement the strategy	lex ppt, literature
	S	Selection and evaluation of strategic alternatives	lex ppt, literature
<i>Seventh week:</i> <i>Eighth week:</i> <i>Ninth week:</i>	L	Implement the strategy	lex ppt, literature
	L	Implement the strategy	lex ppt, literature
	S	Implement the strategy	lex ppt, literature
<i>Tenth week:</i> <i>Eleventh week:</i> <i>Twelfth week:</i>	L	Control of the implementation of the strategy	lex ppt, literature
	L	Control of the implementation of the strategy	lex ppt, literature
	S	Implement the strategy	lex ppt, literature
<i>Thirteenth week:</i>	L	Control of the implementation of the strategy	lex ppt, literature
	L	Control of the implementation of the strategy	lex ppt, literature
	S	Control of the implementation of the strategy	lex ppt, literature

Academic policies and rules of conduct:

- Student should be aware of and respect the institution and Code of ethics.
- Student should respect the schedule of lectures, exercises and be attentive.
- It is mandatory possess and present student ID card in the mid-terms and exam,
- During compilation of course projects, student must adhere the instructions given by the professor.
- During the exam is forbidden the use of mobile phones.