STRATEGIC MANAGEMENT

Basic data of the subject	
Academic Unit:	Faculty of Life and Environmental Sciences
Course title:	Strategic management
Study program:	Agribusiness Management
Level:	Master (MSc)
Course status:	Obligatory (O)
Study year:	2 year / 3 semester
Number of hours per week:	3 + 2
Credit value – ECTS:	6 ECTS
Time / location:	To be announced
Lecturer:	Prof. Dr. Remzi Keco
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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 student's knowledge's, 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: ▪ Recognize and interpret the variables of the internal business environment ▪ Recognize and interpret the variables of the external environment ▪ Identify and evaluate strategic alternatives ▪ 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	**Hours**	**Days/week**	**Total**
Lectures	3	15	45
Exercise theoretical/laboratory	2	15	30
Practice work	/	/	/

Contact with lecturer/consultations	1	15	15
Field exercises	/	/	/
Mid-terms, seminars	3	1	3
Homework	1	10	10
Individual time spent studying (at the library or home)	2	13	26
Final preparation for the exam	2	8	16
Time spent in evaluation (tests, quiz, final exam)	3	1	3
Projects, presentations, etc.	2	1	2
Total			**150 hours (6 ECTS)**
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.		
Evaluation methods:	▪ Midterm exam (colloquium): 20%, ▪ Course project: 20%, ▪ Final exam: 60%.		
Literature			
Basic Literature:	Musabelliu, B., Kërçini, D. & Bejko, A. (2018). Drejtimi Strategjik. Maluka, Tirana. Hill, C. W. & Jones, G. R. (2012). Strategic Management: An Integrated Approach. Cenage Learning. Hanson, D., Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2016). Strategic management: Competitiveness and globalisation. Cengage AU. Click, R. L., & Duening, T. N. (2004). Business process outsourcing: The competitive advantage. John Wiley & Sons.		
Additional Literature:	Schmetterer, B. (2003). Leap: A revolution in creative business strategy. John Wiley & Sons. May, M. (2003). Business Process Management: Integration in a web-enabled environment. Pearson Education.		

Designed study plan:		
Week	**Lectures**	**Exercises**
First week:	Company organization	Module description, objectives, requirements, procedures, etc.

Second week:	Company organization	Case studies on company organization
Third week:	Strategic management process	Case studies on company organization
Fourth week:	Strategic management process	Case studies on strategic management process
Fifth week:	Environmental study and evaluation, competitive analysis	Case studies on strategic management process
Sixth week:	Environmental study and evaluation, competitive analysis	Case studies on environmental study and evaluation, competitive analysis
Seventh week:	Internal environment analysis	Case studies on environmental study and evaluation, competitive analysis
Eighth week:	Midterm exam	Case studies on internal environment analysis
Ninth week:	Formulation of objectives and identification of strategic alternatives	Case studies on formulation of objectives and identification of strategic alternatives
Tenth week:	Selection and evaluation of strategic alternatives	Case studies on formulation of objectives and identification of strategic alternatives
Eleventh week:	Selection and evaluation of strategic alternatives	Case studies on selection and evaluation of strategic alternatives
Twelfth week:	Strategy implementation	Case studies on selection and evaluation of strategic alternatives
Thirteenth week:	Strategy implementation	Case studies on strategy implementation
Fourteenth week:	Control of the strategy implementation	Case studies on strategy implementation
Fifteenth week:	Control of the strategy implementation	Presentation of the course projects

Academic policies and rules of conduct:

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