

Course Description

Faculty: Faculty of Economy

Study program: Bachelor in Business-Administration

Course Title: Strategic Management

Course Credits: 6

Lecturer: Dr. Arjola Halluni (Dergjini)

Language of Instruction: Albanian

Course Description: Strategic Management course aims to provide students with knowledge about the process of strategic management. Today organizations are increasingly faced with the effects of globalization, information technology and very fast changes in their surrounding environment. In these conditions there is a need of developing appropriate strategies to deal with these situations and achieve their goals. Key concepts covered in this course include: formulation of the mission, the analysis of external environment and internal environment of the organization, identification of strategic alternatives, evaluation and selection of strategic alternatives, implementation and control of strategy.

Course Goals: As mentioned above, the goal of this course is to provide students with knowledge relative to strategic management. At the end of the course students will be able to understand basic concepts of strategic management and integrate knowledge obtained in other courses; provide the necessary knowledge and develop their skills for strategic decision making in today's competitive environment; be able to analyze different case studies and give alternatives to resolve problems presented there.

Course Requirements: In this course students are expected to be active during seminar hours by taking part in discussions in class and preparing group assignments. They must participate at mid-term test. During the last weeks they are expected to present an individual project, as well as do a final exam at the end of the course.

Grading:

Active participation during seminars & group assignments	10%
Mid-term test	10%
Individual project	10%
Final exam	70%
Total	100%

Course Schedule: Third year of Bachelor studies
Second semester, 10 weeks
Lectures per week, 3 hours

Seminars per week, 3 hours