

Course Description

Faculty: Faculty of Economy

Study program: Professional Master in Business-Administration

Course Title: Strategic Management

Course Credits: 8

Lecturer: Dr. Arjola Halluni (Dergjini)

Language of Instruction: Albanian

Course Description: Strategic management course aims to deepen the student's knowledge in the process of strategy formulation and implementation in a dynamic and global environment, emphasizing the strategic responsibilities of high level managers, analysis of the external and internal environment, the competitive strategies most often used by businesses, the impact of competitive rivalry and competitive dynamics in the selection of strategic alternatives, strategic entrepreneurship, etc.

Course Goals: As mentioned above, the goal of this course is to provide students with in-depth knowledge relative to strategic management. At the end of the course students will be able to understand how organizations develop competitive advantages in a dynamic and global environment; apply the methods and tools for analyzing strategic issues faced by managers of higher levels; deepen and apply the knowledge about the process of strategy making for high level managers.

Course Requirements: In this course students are expected to be active during seminar hours by taking part in discussions in class, participate in quizzes and mid-term test, prepare and present group assignments, as well as do a final exam at the end of the course.

Grading:

Active participation during seminars & group assignments	15%
Mid-term test	15%
Individual project	10%
Final exam	60%
Total	100%

Course Schedule: Second year of master studies

First semester, 15 weeks

Lectures per week, 2 hours

Seminars per week, 3 hours