

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Strategic Management			
2.	Code	MGT 310			
3.	Study programme	Management and Entrepreneurship			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of management			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 3 rd year (winter semester)	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Drakulevski Ljubomir, PhD			
9.	Preconditions for enrolment	None			
10.	Course Objectives (Competencies): After taking this course, students should be able to: <ol style="list-style-type: none"> 1. To define the terms related to strategic management. 2. Understanding the theories and concepts of strategic management; 3. To properly analyze the internal and external environment of companies. 4. Discuss the mission, vision and goals of a company. 5. To create appropriate strategic options for companies based on proper analysis; 6. To be familiar with a number of approaches in the area of strategy formation; 7. To properly recognize the different types of innovations and what they mean for the development of the company's strategy; 8. Discuss the specifics and differences related to strategic management in small businesses; 9. Discuss the strategic aspects of a company in an international context. 				
11.	Course content: <ol style="list-style-type: none"> 1. The role of strategic management 2. Managers and strategic management 3. Assessment of the external environment 4. Assessment of the internal environment 5. Formulation of a strategy 6. Analysis and strategy selection 7. Execution of the strategy 8. Evaluation and control of the strategy 9. Technology and innovation 10. Strategic management and small business 11. Strategic management in an international context 				
12.	Learning methods: Lectures, interactive teaching, quizzes, projects, movies, supported by LCD and PowerPoint.				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	90+30+15+90= 225 classes			
15.	Types of teaching activates	15.1.	Lectures	90 classes	
		15.2.	Exercises (Seminars)		
16.		16.1.	Projects	30 classes	

	Other types of activities	16.2.	Writing Assignments	15 classes	
		16.3	Homework	90 classes	
17.	Grading method: 60+30+10=100 points				
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)		60%	
	17.2.	Project		30%	
	17.3.	Attendance and class participations		10 %	
	17.4.				
18.	Grading scale	less than 50 points	5 (five) (F)		
		from 51 to 60 points	6 (six) (E)		
		from 61 to 70 points	7 (seven) (D)		
		from 71 to 80 points	8 (eight) (C)		
		from 81 to 90 points	9 (nine) (B)		
		from 91 to 100 points	10 (ten) (A)		
19.	Preconditions for taking the final exam	Realized activities from points 15 and 16			
20.	Language	Macedonian (or English)			
21.	Evaluation method,	Internal evaluation and survey			
22.	Literature				
	22.1.	Compulsory literature			
		No.	Author	Title	Publisher
		1.	Бобек Шуклев и Љубомир Дракулевски	<i>Стратегиски менаџмент, второ издание</i>	Економски факултет - Скопје, Скопје
		2.	Hitt, A,M, Duane I., Hosskison R.E	<i>Strategic management : concept and cases Competitiveness and Globalization</i>	Cengage Learning
	22.2.	Additional literature			
		No.	Author	Title	Publisher
		1.	Daniels , J.D	<i>International Business</i>	Pearson
		2.			