

Annex No. 3		Second Cycle Studies Subject Programme			
1.	Title of subject	<b>Strategic management</b>			
2.	Code	<b>MGT511</b>			
3.	Study programme	<b>Management in insurance</b>			
4.	Organizer of the study programme (university unit i.e., institute, chair, department)	Faculty of Economics - Skopje Ss. Cyril and Methodius University in Skopje			
5.	Level (first, second, third cycle)	Second cycle			
6.	Academic year / semester	2022/2023 2 <sup>nd</sup> semester (summer)	7.	Number of ECTS credits	6
8.	Professor	Prof. Ljubomir Drakulevski, PhD			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits.			
10.	<p>The main goal of this course is to enable participants to become familiar with the specific challenges related to strategic management and the appropriate placement of strategy in the organization. The goal of this course is to explore and study the theories, principles, concepts and practices of within the strategic management.</p> <p>Course Objectives (Competencies): After completing the course, students should be able to:</p> <ol style="list-style-type: none"> <li>To think critically about the issues and problems related to the choice of strategy in a turbulent and dynamic environment;</li> <li>To understand the theories and concepts of strategic management;</li> <li>To use the appropriate vocabulary related to the strategic management;</li> <li>To integrate the aquired knowledge from separate functional managements;</li> <li>To properly analyze the internal and external environment of companies;</li> <li>To evaluate accordingly the strategic options of companies;</li> <li>To use various tools related to the formation of the strategy;</li> <li>To analyze the specificities of the strategic management (small enterprises, insurance, public sector, etc.)</li> </ol>				
11.	<p>Course contents:</p> <ol style="list-style-type: none"> <li>The nature of the strategic management</li> <li>Managers and the strategic management</li> <li>The strategic management process</li> <li>Specifics in the application of the strategic management</li> </ol>				
12.	Learning methods: interactive lectures with presentations, problem solving exercises, team projects, individual tasks, and home learning.				
13.	Total hours	6 ECTS x 30 classes = 180 hours			
14.	Distribution of the time at disposal	24+16+40+10+90=180 hours			
15.	Types of teaching activities	15.1.	Lectures	24 hours	
		15.2.	Tutorials (laboratory, auditory), seminars, teamwork	16 hours	
16.	Other types of activities	16.1.	Project assignments	40 hours	
		16.2.	Individual assignments	10 hours	
		16.3.	Self-study	90 hours	
17.	Assessment methods: combination of tests, individual and group assessments 60+30+10 = 100 points				
	17.1.	Tests	60 points		
	17.2.	Project assignments	30 points		
	17.3.	Attendance and class participations	10 points		
18.	Grading scale	up to 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 items 15 and 16				
20.	Language	Macedonian				
21.	Evaluation method	Student questionnaire and other methods for continual selfevaluation.				
22.	Literature					
	22.1.	Mandatory literature				
		No.	Author	Title	Publisher	Year
		1.	Shuklev, B. and Drakulevski, Lj.	<i>Strategic Management, 2<sup>nd</sup> edition</i>	Faculty of Economics - Skopje	2001
		2.	Hitt, M., Duane, I. R., Hoskisson, R. E.	<i>Strategic Management: Competitiveness &amp; Globalization: Concepts &amp; Cases</i>	NAMPRES	2012
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1.	Charles W. Hill and Gereth R. Jones	<i>Strategic Management, An Integrated Approach</i>	Houghton Mifflin Company, Boston	2004
		2.	Robert M. Grant	<i>Contemporary Strategic Analysis,</i>	Blackwell Publishing, Malden	2005
		3.	Jr. Thompson, A. Arthur and A.J. Strickland III	<i>Strategic Management, Concepts and Cases,</i>	Irwin, Homewood	2009