

Course Title	Strategic Management				
Course Code	BUS400				
Course Type	Compulsory				
Level	Bachelor (1st Cycle)				
Year / Semester	4th Year / 7h Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>The objective of this course is to provide a thorough understanding of the strategic management process in today's organizations. The course stresses and provide an understanding on how environmental forces change in a dynamic environment through creating new threats and opportunities for the organization. Importance to the course is the globalization and strategic alliances as well as the different cultural perspectives and approaches to corporate strategy. The course analyzes and evaluates various approaches in strategic management formulation, and implementation stages of strategy as with the uses of international case studies.</p>				
Learning Outcomes	<p>Upon successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Contact an external and internal analysis using appropriate tools, for the purpose of identifying an organization's strategic capability in view of changing conditions.</li> <li>2. Experience the process of developing and implementing strategy and the implications for the organization.</li> <li>3. Develop holistic diagnostic, problem-solving and decision making skills in situations that involve the whole organization</li> <li>4. Distinguish the advantages and disadvantages of different competitive strategies under changing conditions, thus they are able to select suitable strategies</li> <li>5. Integrate theoretical analysis with real-world practice to produce informed views on current strategic management concepts</li> <li>6. Critically evaluate the theoretical bases of the strategy and decision-making process and examine the relevance of these theories to actual practice</li> </ol>				
Prerequisites	Senior Standing	Co-requisites	None		
Course Content	The course topics, includes:				

	<ul style="list-style-type: none"> <li>• What is Strategy? An introduction to Strategic Management</li> <li>• Analysis in the Internal Environment: Resources, Competences</li> <li>• Analysing the External Environment:</li> <li>• Business Level Strategies</li> <li>• Corporate Level Strategies</li> <li>• International Strategies</li> <li>• Scenario Planning Assessment and building Scenarios</li> <li>• Uncertainty and Evaluation within the strategy development process</li> <li>• Strategy Development Process: from the analysis to strategic options selection</li> <li>• Organisational purpose – Visioning</li> <li>• Conceptualising the issues -Putting strategy into practice</li> <li>• Strategy in Regulated Environments</li> <li>• Strategic Resources and Capabilities</li> <li>• Organisational Culture and Change</li> <li>• Strategic Knowledge Management</li> <li>• Innovation and Strategy</li> </ul>		
Teaching Methodology	Face- to- face		
Bibliography	<ul style="list-style-type: none"> <li>• Wheelen, T and Hunger, D. Strategic Management and Business Policy. (Latest Edition), New York: Prentice Hall International, Inc.</li> <li>• De Wit, B and Meyer, R. (Latest Edition) Strategy Process, Content, Context: An International Perspective, Thomson.</li> <li>• Grant, R (Latest Edition Contemporary Strategy Analysis, Blackwell.</li> <li>• Mintzberg, H. (Latest Edition), The Rise and Fall of Strategic Planning, London: Prentice-Hall.</li> <li>• Mintzberg, H. Lampel, J. Quinn, J. B. and S. Goshal (Latest Edition), The strategy Process: concepts, contexts, cases, London: Prentice Hall</li> <li>• <a href="#">Johnson</a> G, <a href="#">Whittington</a> R, and <a href="#">Scholes</a> K, (Latest Edition), Exploring Strategy Text and Cases plus MyStrategyLab and The Strategy Experience simulation</li> </ul>		
Assessment	Mid – Term Examination Case studies Presentation Class Participation and Attendance	20% 60% 10% 10% 100%	

Language

English