

Course Title	Strategic Management and Leadership in Hospitality and Tourism				
Course Code	HTM400				
Course Type	Elective				
Level	Bachelor (1st Cycle)				
Year / Semester	4 th Year/1 st Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	<p>The course provides to students a basic understanding of the various approaches to strategic management process, leadership styles and business policies that should be used in the context of tourism sector at national and international levels (including industries such as hotels, restaurants, tourist offices/agencies, tourist councils, and events' organizers among others) in order for firms in the hospitality and tourism industries to gain and sustain competitive advantage. Students should learn to use and compare leadership and managerial techniques, to acquire, develop, and manage internal resources, such as people knowledge, financial capital, and physical assets. Students should understand how environmental forces change in a dynamic environment creating new threats and opportunities for the organization is of central importance to the course.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Employ an external and internal analysis using appropriate tools, for the purpose of identifying a tourist sector organization's strategic capability in view of changing conditions. • Explain the process of developing and implementing strategy and the implications for the organization. • Evaluate the holistic diagnostic, problem-solving and decision making skills in situations that involve the whole organization. • Assess the advantages and disadvantages of different competitive strategies under changing conditions that affect different Hospitality and Tourism industries key performance indicators. • State awareness of the increasing internationalisation of Hospitality and Tourism business activities and of strategic management and leadership issues. 				

	<ul style="list-style-type: none"> Express knowledge and skills which will be of immediate and real value in future careers in the hospitality and tourism and its industrial components and possible elsewhere. Demonstrate abilities to appraise the impact of these external forces on the Hospitality and Tourism industries key performance indicators. 		
Prerequisites	MGT220, HTM220	Co-requisites	None
Course Content	<p>Introduction to Strategic Management and Business Policy, Basic concepts of Strategic Management</p> <p>Corporate Governance</p> <p>Corporate Social Responsibility (CSR) and Ethics in Strategic Management</p> <p>Environmental Scanning and Hospitality and Tourism Industries Analysis</p> <p>Internal Scanning and Analysis: Resource-based view (RBV) of the firm and its more recent developments in terms of ordinary capabilities and strategic dynamic capabilities; approaches to internal scanning and analysis; scanning the internal environment with functional analysis; synthesis of internal strategic factors (IFAS)</p> <p>Strategy Formulation: Situational Analysis and Corporate Strategy: SWOT analysis</p> <p>Strategy Formulation: Business and Functional Strategy</p> <p>Strategy Implementation: Organizing for Action</p> <p>Strategy Implementation: Recruitment/Staffing and Directing</p> <p>Evaluation and control in strategic management</p>		
Teaching Methodology	Face-to-Face		
Bibliography	<p>Evans, N.: Strategic Management for Tourism, Hospitality and Events, Routledge, Latest Edition, Taylor & Francis Group.</p> <p>Okumus, F., Altinay, L., and Prakash, C.K. : Strategic Management for Hospitality and Tourism Routledge, Latest Edition, Taylor & Francis Group.</p> <p>Wheelen, T.L., Hunger, D.J., Hoffman, A.N., and Bamford, C.: Strategic Management and Business Policy: Globalization, Innovation and Sustainability, Latest Edition, New York: Prentice, Hall International, Inc.</p> <p>Dess, G.G.: Strategic Management: text and cases, Latest Edition, New York: McGraw-Hill.</p> <p>Pearce, J.J., and Robinson, R.B.Jr.: Strategic Management: Formulation, Implementation, and Control, Latest Edition, New York: McGraw-Hill.</p>		

	Wheelen, T.L.: Concepts in Strategic Management and Business Policy, Latest Edition, Toward Global.								
Assessment	<table border="1"> <tr> <td>Examinations</td> <td>70%</td> </tr> <tr> <td>Assignments</td> <td>20%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Examinations	70%	Assignments	20%	Class Participation and Attendance	10%		100%
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Language	English								