

Course Title	Strategic Management and Planning				
Course Code	MBA615				
Course Type	Compulsory				
Level	Master (2nd Cycle)				
Year / Semester	1 st Year / 2 nd Semester				
Teacher's Name	TBA				
ECTS	10	Lectures / week	Up to 6 Teleconferences	Laboratories / week	None
Course Purpose and Objectives	<p>The goal of this course is to understand how-to align the direction and goals of an organization and effectively analyze the social, political, technological, economic and global context of the organization. Essentially, students will learn to evaluate the industry and market structure while assessing organizational strengths. This course will also explore the context of strategic planning in terms of the legislative and organizational framework. Students will be expected to leverage their knowledge with regards to corporate sustainability strategy, human resource management, and crisis management.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate business analysis skills • Analyze the internal and external environment of the organization in terms of resources and industry position • Evaluate strategic decision-making • Identify risks and opportunities for effective planning and forecasting • Integrate corporate social responsibility into business planning 				
Prerequisites	None	Co-requisites	None		
Course Content	<p>The course will encompass topics such as developing corporate mission and objectives, evaluating strategic options in management and planning, understanding resource positioning, and implementation and control of business plans. The fundamentals of understanding and planning business management in a global economy with regards to corporate social responsibility and ethics, and decision-making frameworks will be integrated into the core of the course materials. Students will be exposed to different arenas of strategic planning i.e. public sector institutions, NGOs, local government and international organizations.</p>				

Teaching Methodology	Distance Learning		
Bibliography	<p>Abell, D.F., <i>Defining The Business: The Starting Point of Strategic Planning</i> (pp. 3-26). Englewood Cliffs, NJ: Prentice-Hall.</p> <p>Ansoff, H.I., Kipley, D., Lewis, A.O., Helm-Stevens, R. and Ansoff, R., <i>Implanting Strategic Management</i>. Springer.</p> <p>Bryson, J.M., <i>Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement</i>. John Wiley & Sons.</p> <p>Rothaermel, F. T. <i>Strategic management</i>. McGraw-Hill Education.</p> <p>Thompson, Arthur A. & Strickland, A. J. & Gamble, John. <i>Crafting and executing strategy: the quest for competitive advantage: concepts and cases</i>. Boston : McGraw-Hill/Irwin</p>		
Assessment	Final Examination	50%	
	Continuing Evaluation Activities	50%	
		100%	
Language	English		