

ΠΕΡΙΓΡΑΦΗ ΜΑΘΗΜΑΤΟΣ

Τίτλος / Title: **Επιχειρησιακή Στρατηγική**

Υποχρεωτικό

Προαιρετικό

Διδάσκων / Lecturer: Σοφία Αγγελίδου, Επικ. Καθηγήτρια ΓΠΑ

Χειμερινό

Εαρινό

ΕΠΙΔΙΩΚΟΜΕΝΟΣ ΣΤΟΧΟΣ ΜΑΘΗΜΑΤΟΣ

Το μάθημα σχετίζεται με τη διαμόρφωση και υλοποίηση της στρατηγικής στις επιχειρήσεις τροφίμων και γεωργίας για την επίτευξη των τιθέμενων οργανωσιακών στόχων. Το περιεχόμενο του μαθήματος συνίσταται στα ακόλουθα μέρη: 1. Στρατηγική ανάλυση του περιβάλλοντος, του κλάδου, του ανταγωνισμού, των διαφόρων ενδιαφερομένων για την επιχείρηση, καθώς και των δυνατοτήτων της επιχείρησης. 2. Στρατηγικές αποφάσεις που εστιάζονται στη δυνατότητα της επιχείρησης να αναγνωρίζει ευκαιρίες και απειλές που ενυπάρχουν στις περιβαλλοντικές αλλαγές και να αναπτύσσει στρατηγικές για την αντιμετώπιση των αλλαγών. 3. Ενέργειες υλοποίησης της στρατηγικής με βάση τις οργανωσιακές ικανότητες και αξίες, ώστε οι επιχειρήσεις τροφίμων και γεωργίας να αποκτήσουν διαρκή και βιώσιμα ανταγωνιστικά πλεονεκτήματα. 4. Οργανωσιακές αλλαγές και ο ρόλος της κουλτούρας ως εργαλεία στρατηγικού σχεδιασμού.

ΑΝΑΛΥΤΙΚΑ ΠΕΡΙΕΧΟΜΕΝΑ ΜΑΘΗΜΑΤΟΣ

<i>Ενότητα</i>		<i>Ωρες</i>
1.	Η έννοια του στρατηγικού μάντζμεντ και της στρατηγικής οργάνωσης στις επιχειρήσεις τροφίμων και γεωργίας	3
2.	Ανάλυση ανταγωνιστικού πλεονεκτήματος στις επιχειρήσεις τροφίμων και γεωργίας	3
3.	Ανάλυση του Ανταγωνιστικού Μικροπεριβάλλοντος	3
4.	Ανάλυση Θεμελιωδών Ικανοτήτων και Θεωρία των Πόρων στις επιχειρήσεις τροφίμων και γεωργίας	3
5.	Ανάλυση της Εταιρικής Κουλτούρας	3
6.	Ανάλυση της επιρροής της Εταιρικής Κουλτούρας σε ζητήματα στρατηγικής	3
7.	Υλοποίηση Στρατηγικής επιχειρήσεων τροφίμων και γεωργίας	3
8.	Έλεγχος και Αξιολόγηση Στρατηγικής επιχειρήσεων τροφίμων και γεωργίας	3
9.	Αδυναμίες του θεωρητικού μοντέλου ανάλυσης του Ανταγωνιστικού Μικροπεριβάλλοντος	3
10.	Αδυναμίες των θεωρητικών μοντέλων που αφορούν τους πόρους μιας επιχείρησης	3

ΜΕΘΟΔΟΣ ΔΙΔΑΣΚΑΛΙΑΣ

ΩΡΕΣ / HOURS

Διδασκαλία	24	Αρ. ατομικών εργασιών 1
Σεμιναρίου	6	
Συνεργασία με διδάσκοντα	6	Αρ. ομαδικών εργασιών 1
Πρακτικής	6	
ΣΥΝΟΛΟ ΩΡΩΝ:	48	

ΕΞΕΤΑΣΗ ΜΑΘΗΜΑΤΟΣ

Βαρύτητα

Ατομικές εργασίες	70%
Ομαδικές εργασίες	30%
ΣΥΝΟΛΟ:	100%

ΒΙΒΛΙΟΓΡΑΦΙΑ /

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ΠΑΡΑΤΗΡΗΣΕΙΣ /

Το μάθημα καθοδηγείται πλήρως από την επιστημονική έρευνα και επομένως δεν προτείνεται κανένα εγχειρίδιο/βιβλίο. Η μέλετη στα πλαίσια του μαθήματος βασίζεται μόνο σε δημοσιευμένες ακαδημαϊκές εργασίες σε περιοδικά υψηλού κύρους.

NOTES

This is a research-led module and thus no academic textbook/book is recommended. The module reading will be based primarily on academic papers published in reputable peer review Journals.