

COURSE DESCRIPTION

Title: Strategic Management

Compulsory ☒

Elective ☐

Lecturer: Sofia Angelidou

Seminar ☐

Autumn ☐

Spring ☒

COURSE GOALS

The purpose of the course is to examine the formulation and implementation of strategy in food and agriculture businesses and their influence on the fulfilment of organizational goals. The content of the course consists of the following parts: 1. Strategic Analysis of the environment, the industry, the competition, the various stakeholders for the business, as well as the possibilities of the business. 2. Strategic decisions that focus on the ability of the business to recognize opportunities and threats inherent in environmental changes and to develop strategies to deal with the changes. 3. Actions to implement the strategy based on organizational capabilities and values, so that food and agriculture businesses gain lasting and sustainable competitive advantages. 4. Organizational change and the role of culture in business strategy.

COURSE CONTENTS

<i>Unit</i>	<i>Hrs</i>
1. Introduction to the term 'strategy' and 'organisation': What is Strategic Management	3
2. Competitive Advantage and food and agriculture businesses	3
3. Analysis of the Competitive Microenvironment	3
4. Core Competencies and Theory of Resources in food and agriculture businesses	3
5. Corporate culture	3
6. The influence of corporate culture on Strategy	3
7. Implementation of Food and Agriculture Business Strategy	3
8. Control and Evaluation of Food and Agriculture Business Strategy	3
9. Limitations of the theoretical model underpinning the analysis of the Competitive Microenvironment	3
10. Limitations of theoretical models underpinning the analysis of Core Competencies and Resources	6

TEACHING METHOD			EXAMINATION
HOURS			Weight
Taught	30		
Seminar	6	No of pers. Assignments 1	
Collaboration with lecturer	6		Pers assignmts 70%
Laboratory	6	No of group assignments 1	Group assignts 30%
TOTAL:	48		TOTAL: 100%

BIBLIOGRAPHY

NOTES