

COURSE DESCRIPTION

Title: Strategic Management

Compulsory ☒

Elective ☐

Lecturer: Ch. Agapitou

Winter ☐

Spring ☒

COURSE GOALS

The course is related to the formulation and implementation of corporate, business and functional strategies through the organizational structure and business processes.

The course is based on both theory and practice. It presents concepts of strategic management that will enable students to formulate, implement and evaluate strategies and draws examples from large and small Greek and international companies. At the same time, it acquaints them with the relevant tools for understanding the internal and external environment of a business, and developing a competitive advantage.

The content of the course consists of the following parts:

COURSE CONTENTS

<i>Unit</i>		<i>Hrs</i>
1.	Strategic Management Model: Understanding the importance of Strategic Management, Identifying the basic Strategic Management model and its components, Describing the benefits of efficient and effective Strategic Management	3
2.	Internal Environment Analysis: Analysis of the environment as part of the strategic management process, Presentation of main elements of the analysis of the internal environment, Description of the importance of value chain analysis for assessing the competitive advantages of an organization, Description of the model of Resources & Capabilities	3
3.	Analysis of the External Macro Environment: Presentation of methods of analysis of the macro environment, Analysis of trends of the macro environment, Presentation of examples of companies that successfully exploited the changes and trends of the macro environment	3
4.	External Micro-Environment Analysis: Presentation of methods for analyzing the company's competitive environment, Structural analysis of competition, Analysis of strategic groups - determination of competitive position	3
5.	Levels of Strategy: Analysis of Business or Corporate Strategies, Analysis of Competitive Advantage Strategies	3
6.	Operational Strategies: Presentation of ways operational strategies support competitive strategies, Marketing Strategy, Financial Strategy, Human Resource Strategy, Operations Strategy, Information Systems Strategy, Research and Development Strategy	3
7.	Strategy Implementation: Explaining the relationship between Strategy Formulation and Implementation, Introducing Product Portfolio Techniques, SWOT Analysis	3
8.	Strategy Evaluation and Control: Recognition of the basic evaluation and control process in strategic management, Presentation of the Balanced Scorecard methodology	3
9.	Business Ethics and Social Responsibility: Different Views of Social Responsibility, Trends in Corporate Social Responsibility	3
10.	Case Study with the participation of business executives: In order to better understand and connect the knowledge gained during the lectures to business practice students study real business cases in groups. The presentations of the group work are carried out in the	3

	presence of the executives of the companies studied by the students. A discussion follows at the end of the presentations.	
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TEACHING METHOD		EXAMINATION	
HOURS		Weight	
Taught	36	Written exam	0%
Seminar	No of pers. assignments	Orals (Participation in class)	15%
Collaboration with lecturer		Pers assignmts	50%
Laboratory	No of group assignments	Group assigns	35%
TOTAL:		TOTAL:	100%

BIBLIOGRAPHY

Gamble J. and Thompson A., 'Essentials of Strategic Management: The Quest for Competitive Advantage', McGraw-Hill Education, 7th edition, 2021

Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Charles E. Bamford, 'Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, Pearson Publishing, 16th Edition', 2023

Barney Jay, Hesterly William, 'Strategic Management and Competitive Advantage: Concepts and Cases', Pearson, 6th edition, 2020

Johnson G, Scholes K and Whittington R., 'Exploring Strategy: Text and Cases, Pearson, 12th edition, 2019

Grant Robert, 'Contemporary Strategy Analysis: Text and Cases Edition, Wiley, 9th edition 2016

Georgopoulos Nikolaos (2013), Strategic Management, Benou Publications

Papadakis Vassilis (2016). Business Strategy: Greek and International Experience, Volume I: Theory Athens, Benou Publications (7th edition)

Thompson., A.J. Strickland III., & J.E. Gamble (2017). Planning and Implementation of Business Strategy. Athens, Utopia Publications (2nd edition)

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