

COURSE OUTLINE

1. GENERAL

SCHOOL	School of Applied Economics and Social Sciences		
ACADEMIC UNIT	Department of Agricultural Economics and Rural Development- MBA Food & Agribusiness		
LEVEL OF STUDIES	Postgraduate Studies		
COURSE CODE		SEMESTER	2 st
COURSE TITLE	Strategic Management		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	4	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special background, specialised general knowledge, skills development		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	http://mba.aua.gr/en/category/education/courses/		

2. LEARNING OUTCOMES

<p>Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>The purpose of the course is the formulation and implementation of strategy in food and agriculture businesses so as to achieve the 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.</p> <p>The learning outcomes are:</p> <ul style="list-style-type: none"> • For students to understand the basic concepts of strategic management and the views and approaches that have been developed in the literature and business practice. • To become familiar with the application of strategic analysis models and tools, to recognize their advantages and disadvantages. • To help students understand how strategy is formed. • Understand business, operational and operational strategies. • Be able to evaluate and choose the optimal strategy options.
--

- To be able to analyze issues of implementation and evaluation of business strategy.
- To delve into strategic decision-making techniques and common mistakes in strategy formulation and implementation.
- Be able to identify factors and resources that lead to competitive business activity.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

- Search, analysis and synthesis of data and information, using the necessary technologies
- Decision making
- Individual project
- Teamwork
- Respect for diversity and multiculturalism
- Critical thinking and analysis
- Demonstration of social, professional and ethical responsibility and sensitivity
- Adaptation to new situations
- Work in an international environment
- Working in an interdisciplinary environment

3. SYLLABUS

- Strategic Management in food and agriculture businesses
- Competitive Advantage and food and agriculture businesses
- Evaluation of External Macro-Environment
- Analysis of the Competitive Microenvironment
- Core Competencies and Theory of Resources in food and agriculture businesses
- Implementation of Food and Agriculture Business Strategy
- Control and Evaluation of Food and Agriculture Business Strategy
- Strategy evaluation of food and agriculture businesses
- New trends in the strategic management of food and agriculture businesses

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)

- Related academic journals:

Porter, M (1996). What is Strategy? Harvard Business Review. 74(3), November-December, 61-78.

Porter, Michael E. (1987): "From competitive advantage to corporate strategy." Harvard Business Review, 65(3):43-59.

Bowman, E., & Helfat C. (2001). Does Corporate Strategy Matter?. Strategic Management Journal, 22, 1-23.

Wu, Q., He, Q., Duan, Y., & N. O'Regan (2012). Implementing Dynamic Capabilities for Corporate Strategic Change Toward Sustainability. Strategic Change, 21, 231-247.