

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
<b>ACADEMIC UNIT</b>	BUSINESS ADMINISTRATION		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE		
<b>COURSE CODE</b>	ΔΤΕ 521-2	<b>SEMESTER</b>	3 <sup>rd</sup>
<b>COURSE TITLE</b>	STRATEGIC MANAGEMENT		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <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>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
Lectures and Case Studies	3	4	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).MANAGEMENT</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
<b>PREREQUISITE COURSES:</b>	NO		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBSITE (URL)</b>	<a href="https://mbatourism.unipi.gr/mba/">https://mbatourism.unipi.gr/mba/</a>		

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b></p> <p><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"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p><b>With the successful completion of the course the students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Analyse complex multi-functional problems</li> <li>• Understand the strategic management process</li> <li>• Understand the strategic decision-making process</li> <li>• Develop competencies related to the formulation, implementation and evaluation of effective strategies for businesses and organizations</li> <li>• Understand the globalized economy and the Internet, as well as their current and future effects on business operations</li> <li>• Analyze and evaluate the performance of people responsible for strategic decisions</li> </ul>
<p><b>General Competences</b></p> <p><i>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></p>

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

### (3) SYLLABUS

The course explores the fundamental decisions that will guide the future of organisations, and how such matters can be identified, evaluated and implemented. It presents a comprehensive, structured and critical approach to strategic management. It provides an insight into strategic management from a strategic perspective. Furthermore, it gives students the opportunity to put together what they have learned and utilise this knowledge in the analysis of the complex business problems. Strategic management embodies all aspects on the organisation and therefore it aims to utilise the knowledge and skills acquired in other courses of the programme

The course includes the following modules:

- The Nature of Strategic Management
- The External Environment Assessment
- The Internal Environment Assessment
- The Business Vision and Mission
- The Strategy Formulation
- The Strategy Implementation
- Strategic Management Case Analysis

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Lectures are supported using ICT	
<b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.  The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	30
	Group or Individual Case Studies	15
	Teamwork Project	24
	Study and Analysis of Bibliography	40
	Exams	3
	Course total	<b>112 hours</b>
<b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure  Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other  Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<p>Group or Individual Case Studies (15%) Teamwork (35%)</p> <p>Final written exam (50%). Includes:</p> <ul style="list-style-type: none"> <li>- General questions</li> <li>- Multiple choice questions</li> <li>- Case Study - Exercise</li> </ul>	

#### (5) ATTACHED BIBLIOGRAPHY

<p>- <i>Suggested bibliography:</i> <i>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, 15th Edition', 2018</i></p> <p>- <i>Related academic journals:</i></p> <ul style="list-style-type: none"> <li>• Harvard Business Review</li> <li>• Sloan Management Review</li> <li>• Journal of Strategic Management</li> <li>• California Management Review</li> </ul>
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