

Course title	Strategic Management I				
Course code	MGMT212				
Course type	Theoretical, Compulsory Course				
Level	Undergraduate				
Year / Semester	Year 2 Semester 3				
Teacher's name	Dr. Achilleas Karayiannis				
ECTS	8	Lectures / week	4	Laboratories / week	
Course purpose and objectives	The course emphasizes the value and process of strategic management. It aims to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership				
Learning outcomes	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> • Understand the strategic decisions that organisations make and have an ability to engage in strategic planning. • Be able to explain the basic concepts, principles and practices associated with strategy formulation and implementation. • Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives. • Be Able to analyse and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective. • Conduct and present a credible business analysis using all available tools and techniques 				
Prerequisites	ECON102 Introduction to Economics MGMT112 Introduction to Business & Management BUSS107 Organisational Theory & Practice			Required	None
Course content	<ul style="list-style-type: none"> • Strategic management process and concepts: Value of vision, Mission and Corporate Objectives, The role of corporate governance and stakeholder management, Coherence in strategic direction. • External analysis: Porter's Five Forces model, The general environment, The competitive environment, The national environments, and creating the environmentally aware organisation. • EFAS (External Factors Assessment) • Internal analysis: Value chain analysis, Resource-based view of a firm, Evaluation of firm performance, The balanced scorecard, • IFAS (Internal Factors Assessment) • Nature of competitive advantages and sustainability: Different levels of strategy. Low cost, Differentiation and Focus strategies. • Factors affecting a nation's competitiveness 				

	<ul style="list-style-type: none"> • International expansion: International, Multidomestic, Global and transnational strategies, Creating value and diversification, Outsourcing, Acquisitions, Internal new ventures, International strategic alliances, and restructuring, Horizontal and vertical integration. • Implementation: Strategic leadership, Creation of learning and ethical organisations, Strategic control and corporate governance, Creation of effective organisational designs, Managing innovation and fostering corporate entrepreneurship
Teaching methodology	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> • Power Point presentations • Guided discussions with the active participation of students • Examples and case studies that relate to the content of the course • Question and answer section • Use of internet and related IT infrastructure • Use of video projector and whiteboard • Assignment
Bibliography	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Hunger, D., Wheelen, T. (2004), Εισαγωγή στο Στρατηγικό Μάνατζμεντ, 3η έκδοση, Κλειδάριθμος, ISBN: 960-209-721-3 • Παπαδάκης, Β. (2012) Στρατηγική των επιχειρήσεων : Ελληνική και διεθνής εμπειρία. Μπένου, ISBN: 9789603591085 • Τερζίδης, Κ. (2011) Μάνατζμεντ : Στρατηγική Προσέγγιση, 2^η έκδοση, Σύγχρονη Εκδοτική, ISBN: 978-960-6674-66-2 <p>English Bibliography</p> <ul style="list-style-type: none"> • Eric J. Bolland (2017), Comprehensive Strategic Management : A Guide for Students, Insight for Managers. Bingley: Emerald Publishing Limited, ISBN 9781787142251. EBSCOhost • Campbell, D., Edgar, D. & Stonehouse, G. (2011), Business Strategy : an introduction, 3rd, Palgrave Macmillan, ISBN: 978-0-230-21858-1 • Johnson, G., Scholes, K., Whittington, R. (2008) Exploring corporate strategy : Text and cases 8th, FT Prentice Hall, ISBN: 978-0-273-71192-6
Assessment	<ul style="list-style-type: none"> • Attendance and Class Participation: 10% • Intermediary Written Examination: 30% • Final Assignment⁴: 60%
Language	English or Greek

⁴ The assignment is concerned with the strategic analysis of organisations, written according to relevant guidelines, using a minimum 1.500 words