

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	1605-230602	<b>SEMESTER</b>	6th
<b>TITLE</b>	<b>STRATEGIC MANAGEMENT</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	5
<b>COURSE TYPE</b>	GENERAL KNOWLEDGE SPECIALIZATION		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>			

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>Upon successful completion of the course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. <b>KNOWLEDGE:</b> identify analytical and critical thinking skills related to the theories and approaches of strategic management. To combine satisfactory knowledge of the different models and tools of strategic management.</li> <li>2. <b>UNDERSTANDING:</b> distinguish the mission, goals, and objectives of an organization, evaluate and conclude the key factors of an organization's success.</li> <li>3. <b>IMPLEMENTATION:</b> examine and evaluate organizational resources and capabilities, core competencies and dynamic competencies, and differences in the two groups of business resources.</li> <li>4. <b>ANALYSIS:</b> understand and evaluate the competitive forces in the market and the different types of competitive advantage.</li> <li>5. <b>COMPOSITION:</b> create and synthesize value through cost leadership and diversification strategy.</li> <li>6. <b>EVALUATION:</b> compare and evaluate the importance of creativity and innovation in strategic success.</li> </ol>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• Search, analysis and synthesis of data and information, for the markets and the prevailing conditions using the appropriate methodology and the necessary technologies</li> <li>• Adaptation to new situations</li> </ul>

- Decision making
- Work in an international environment
- Project design and management
- Exercise criticism and self-criticism
- Work in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstration of social, professional, and moral responsibility and sensitivity to gender issues
- Promoting free, creative, and inductive thinking

### 3. COURSE CONTENT

The course of Strategic Management focuses on the theory and practice of business strategy, presenting the theoretical framework through which the student will be able to recognize and respond to the challenges that companies face today at a strategic level. First, the basic concepts and terminology that are considered necessary for the understanding of the object of the strategy, methodology, and tools of the strategic analysis of a company are presented. It then examines how the company can better position itself in the face of competition and market forces, and how it can create the unique skills needed to gain a competitive edge and maintain and improve its market position. Finally, it focuses on how these strategic choices are combined with the day-to-day operations of the business, to create an organization with the ability to adapt to challenges, capable of shaping profitable business models.

The sections presented during the weekly lectures are the following:

Week 1: Introduction to the Management Strategy and the strategic decision-making process to gain a Competitive Advantage

Week 2: Presentation of the analysis of the external environment to identify opportunities and threats.

Week 3: Presentation of the analysis of the internal environment. Introduction to the Resource-Based View School.

Week 4: Acquisition and maintenance of Competitive Advantage through general operational level strategies.

Week 5: Strategic Unit Strategy-Introduction to the Harvard School of Apprenticeship Approach

Week 6: Business Strategy and Industry - Innovation and Business Innovation - Business Lifecycle

Week 7: Strategy and technology - Business formats

Week 8: Strategy in the global business environment

Week 9: Corporate group strategy - Horizontal and vertical integration. Outsourcing.

Week 10: Business correlation strategy: Correlated and unrelated Differentiation and entry into new industries.

Week 11: Corporate Governance, Social Responsibility, and Ethics

Week 12: Implementation of the strategy through the organization. Organizational architecture-Organizational structure- Organizational culture

Week 13: Summary of lessons and basic concepts

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Face to face lectures
<b>ICT USE</b>	The slides of the lectures are posted on the course

	website on the Moodle platform of the Department	
<b>TEACHING ORGANIZATION</b>	<b>Activities</b>	<b>Working Load per Semester</b>
	Lectures	39
	Written Assignment	40
	Self-study	71
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT</b>	<p>The assessment of students is done by participating in written exams and written assignments (optional, which is presented in the room), which increases the score of the final exam.</p> <p>The written final exam (100%) includes:</p> <ul style="list-style-type: none"> <li>- Theory knowledge test</li> <li>- Problem-solving</li> </ul> <p>Comparative evaluation of theory data</p> <p>The final grade is the sum of the formative and concluding assessments of the students. The evaluation criteria have to do on the one hand with the assignments to the extent that the students proceed to the elaboration of the assignment and carry out the intermediate technical requirements in the final examination in the achievement of the Learning Outcomes described above. For each L.O. the grade is distinguished next to the question and is known to the students. After the grades are issued, students can come to office hours and see their writing.</p>	

## 5. REFERENCES

### ***-Suggested bibliography:***

- • Strategic Management-An Integrated Approach-Theory and Studies Case, Edition 1st / 2018 Authors Hill W.L. Charles, Schilling A. Melissa, Jones R. Gareth, BROKEN HILL Publications
- • STRATEGIC MANAGEMENT, Edition 1st / 2021, Author: Christos Sarmaniotis, MARKOU & CO. EE Publications.

### **Related scientific journals**

- Strategic Management Journal
- Academy of Management Review
- Long Range Planning
- Harvard Business Review
- MIT Sloan Management Review
- Journal of Business Strategy