

## 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>	<b>1605-230814</b>	<b>SEMESTER</b>	<b>7<sup>th</sup></b>
<b>TITLE</b>	<b>Strategic Planning and Business Plans</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures, Practice Exercises		5	5
<b>COURSE TYPE</b>	GENERAL KNOWLEDGE SPECIALIZATION		
<b>PREREQUISITE COURSES</b>			
<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><b>Purpose and Content:</b>  The course aims to introduce students to the context of an organization's strategy as well as to integrate this strategic approach into a more general business development plan. The course covers the fundamental concepts of business strategy and performance management of an organization. Provides students with the opportunity to develop skills, understand and formulate strategic business plans and models for national and international organizations. Focusing on real cases and examples offers students the opportunity to perceive a real business environment that they will face in the future. Upon completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>1. <b>KNOWLEDGE:</b> define extensively the environment (internal and external) of an organization.</li> <li>2. <b>UNDERSTANDING:</b> distinguish possible issues to be resolved and possible improvements in the functioning of an organization.</li> <li>3. <b>IMPLEMENTATION:</b> consider how a company's resources can be used most effectively</li> <li>4. <b>ANALYSIS:</b> combine the connection of the functions of a business.</li> <li>5. <b>COMPOSITION:</b> create a complete strategic business plan focusing on the goals of an organization.</li> <li>6. <b>EVALUATION:</b> define the implications of strategic business planning and innovation at the operational level.</li> </ol>
<b>General Skills</b>

- Search, analysis and synthesis of data and information, using the necessary technologies
- Adaptation to new situations
- Decision making
- Autonomous work
- Teamwork
- Work in an international environment
- Work in an interdisciplinary environment

### 3. COURSE CONTENT

Week 1: Introduction to Strategy and Strategic Management - Basic Concepts of Management  
 2nd: The process of strategic management  
 3rd: The business environment  
 4th: Strategic skills and their analysis tools  
 5th: Business strategies and business plans  
 6th: Business strategies and development strategies  
 7th: Implementation and control of the business strategy  
 8th: Case study A.  
 9th: Corporate social responsibility and business strategy  
 10th: International Strategic Management  
 11th: Innovation and entrepreneurship  
 12th: Business models and plans  
 13th: Case study B.

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Face to Face	
<b>ICT USE</b>		
<b>TEACHING ORGANIZATION</b>	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Written Assignment	111
		<b>TOTAL</b>
<b>ASSESSMENT</b>	Examinations, work preparation The test material is posted on Moodle and time is spent before the test on answering questions about the test material. A file of students' examination documents is kept until they receive their degree. After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.	

### 5. REFERENCES

***-Suggested bibliography:***

- Sarmaniotis, Ch. (2020). Strategic Management: Theory, Practice, Exercises, Business Cases. Zigos Publications.