# COURSE OUTLINE

## 1. GENERAL

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>BUSINESS AND ECONOMICS</th>
</tr>
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<tbody>
<tr>
<td>DEPARTMENT</td>
<td>BUSINESS ADMINISTRATION</td>
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<tr>
<td>DIVISION</td>
<td>BUSINESS ADMINISTRATION</td>
</tr>
<tr>
<td>LEVEL OF STUDY</td>
<td>UNDERGRADUATE</td>
</tr>
<tr>
<td>COURSE UNIT CODE</td>
<td>1106701</td>
</tr>
<tr>
<td>SEMESTER OF STUDY</td>
<td>7</td>
</tr>
<tr>
<td>COURSE TITLE</td>
<td>BUSINESS STRATEGY</td>
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### COURSEWORK BREAKDOWN

<table>
<thead>
<tr>
<th>Lectures and Workshops-Project Work</th>
<th>Teaching Weekly Hours</th>
<th>ECTS Credits</th>
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<tbody>
<tr>
<td></td>
<td>6</td>
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### COURSE UNIT TYPE

Specialization Course

### PREREQUISITES

- 

### LANGUAGE OF INSTRUCTION/EXAMS:

GREEK

### COURSE DELIVERED TO ERASMUS STUDENTS

YES (in English)

### MODULE WEB PAGE (URL)

http://moodle.teipir.gr/course/info.php?id=120

## 2. LEARNING OUTCOMES

### Learning Outcomes

Purpose of the course is to introduce students to the concept of strategy, strategic thinking and the formulation and implementation of strategies by corporate entities. Students will be exposed to various theoretical approaches of business strategy, the process of strategy formation and will be able to evaluate and choose the best strategy that fits the organization’s goals. Special emphasis will be given to critical review of concepts and to analysis of case studies.

Upon successful completion of this course, students will be able to:

- Recognize the importance of developing a business strategy
- Identify the differences among theoretical approaches focusing on competitive advantage formation of corporate entities
- Examine the conditions under which firms based in Greece could develop and implement a competitive advantage in the industry sector of their operations.
- Develop critical thinking via bibliographic review essay focusing on a theoretical concept.
- Evaluate the effectiveness of various strategies through analysis of case studies

### General Skills

- Search, analysis and synthesis of data with the use of new technologies
- Individual project
- Critical and reflective thinking
- Production of new research ideas
3. COURSE CONTENTS

The course is organized around topics such as:
- Introduction to the concept and aspects of strategy
- Theoretical approaches to business strategy
- Relations with Stakeholders- strategic mission and corporate governance
- Organizational culture and strategy
- Strategy of competitive advantage at both the level of the business unit and the corporation as an entity.
- Strategies of expansion in new products and markets
- Internationalization strategy
- Evaluation of strategies
- Case studies

4. TEACHING METHODS - ASSESSMENT

<table>
<thead>
<tr>
<th>MODE OF DELIVERY</th>
<th>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</th>
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<tbody>
<tr>
<td></td>
<td>Support of the learning process through the LMS platform of PUAS (Moodle).#</td>
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<table>
<thead>
<tr>
<th>TEACHING METHODS</th>
<th>Method description</th>
<th>Semester Workload</th>
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<tbody>
<tr>
<td>Lectures</td>
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<td>52</td>
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<tr>
<td>Presentation of Case Studies, Class Discussions</td>
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<tr>
<td>Preparation of Individual Project</td>
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<tr>
<td>Bibliographic Essay-Extended written abstracts</td>
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<td>Independent and Directed Learning</td>
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ASSESSMENT METHODS

I. Final Examination (65%) (Summative Evaluation) includes:
- Analysis of concepts pertaining to business strategy
- Short answer questions
- Problem solving
Evaluation Objective: To understand the fundamentals of the course.
Evaluation Criteria: Comprehensiveness, accuracy, and critical evaluation.

II. Individual Project (25%) (Summative Evaluation) includes:
- written work
- public presentation
Analysis of case study
Evaluation Objective: To examine students' skills and to enhance their capability for adapting concepts in the Greek context.
Evaluation Criteria: Degree of specifications' satisfaction, Categorization-organization-adaptation of material, rational thinking in developing best choice, structure and clarity of written text and of presentation.

III. Bibliographical Review Essay (10%) (Formative Evaluation)
Concerns theoretical concepts discussed in lectures and course readings.
Evaluation Objective: Examination of students’ progress in relation to learning outcomes and capability to examine readings thoroughly and in a critical manner. 

Evaluation Criteria: Accuracy, rational and critical thinking

5. RESOURCES

Recommended Book and Journal Article Resources:

Books

Selected articles from the following journals:
• Academy of Management Journal
• Administrative Science Quarterly
• Business Horizons
• Business Strategy Review
• Harvard Business Review
• Journal of Business Strategy
• Journal of International Management
• Journal of Management Studies
• Management International Review
• Management Science
• Organization
• Organization Studies
• Scandinavian Journal of Management
• Sloan Management Review
• Strategic Decision
• Strategic Management Journal