

COURSE OUTLINE

1. GENERAL

SCHOOL	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	BUSINESS ADMINISTRATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	1106701	SEMESTER OF STUDY	7
COURSE TITLE	BUSINESS STRATEGY		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		6	6
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

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of PUAS (Moodle).#	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	52
	Presentation of Case Studies, Class Discussions	26
	Preparation of Individual Project	15
	Bibliographic Essay- Extended written abstracts	10
	Independent and Directed Learning	47
		150
ASSESSMENT METHODS	<p>I. Final Examination (65%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - Analysis of concepts pertaining to business strategy - Short answer questions - Problem solving <p><u>Evaluation Objective:</u> To understand the fundamentals of the course.</p> <p><u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. Individual Project (25%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - written work - public presentation <p>Analysis of case study</p> <p><u>Evaluation Objective:</u> To examine students' skills and to enhance their capability for adapting concepts in the Greek context.</p> <p><u>Evaluation Criteria:</u> Degree of specifications' satisfaction, Categorization-organization-adaptation of material, rational thinking in developing best choice, structure and clarity of written text and of presentation.</p> <p>III. Bibliographical Review Essay (10%) (Formative Evaluation)</p> <p>Concerns theoretical concepts discussed in lectures and course readings.</p>	

	<p><u>Evaluation Objective:</u> Examination of students' progress in relation to learning outcomes and capability to examine readings thoroughly and in a critical manner.</p> <p><u>Evaluation Criteria:</u> Accuracy, rational and critical thinking</p>
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5. RESOURCES

- Recommended Book and Journal Article Resources:

Books

- Johnson Gerry, Scholes Kevan, Whittington Richard (2009). *Fundamentals of Strategy* , Pearson Education Limited. (translated in Greek edition, 2011)
- Papadakis V. (2012) *Business Strategy* , Volume A, 6th editions Benos Publishers, Athens (in Greek) .
- Papadakis V.. (2002) *Business Strategy-Case Studies* , Volume B, Benos Publishers, Athens (in Greek).

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