

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF ADMINISTRATION SCIENCES		
ACADEMIC UNIT	BUSINESS ADMINISTRATION		
LEVEL OF STUDIES	POSTGRADUATE		
COURSE CODE	ΔΙΟΙΚ6	SEMESTER	SPRING
COURSE TITLE	BUSINESS STRATEGY		
TEACHING ACTIVITIES	TEACHING HOURS PER WEEK	ECTS CREDITS	
	3	6	
COURSE TYPE	SPECIALIZATION OF GENERIC KNOWLEDGE		
PREREQUISITES	NO		
TEACHING & EXAMINATION LANGUAGE	GREEK		
COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE URL			

(2) LEARNING OUTCOMES

Learning outcomes
Course description The subject of this course is mainly how firms, as socio-economic organizations, articulate their strategy. One of the most critical missions in elaborating business strategy is constructing, implementing, and auditing an integrated business plan. After introducing the concepts of internal and external environment analysis, the course aims to cultivate the ability of students to identify the comparatively strong and weak points of the business and the corresponding opportunities and threats (SWOT analysis), which is a prerequisite for the firm to carry out a comprehensive business plan. Specifically, the “Stra.Tech.Man approach” is examined and utilized, which concerns the study of the synthesis of the three dimensions of strategy, technology, and management of different firms (socio-economic organizations). Learning outcomes This course’s attendance will give students the necessary abilities to: • Understand the development of strategic thinking over time and study complementary and conflicting schools of thought in today’s strategic management.

• Understand the strengths and weaknesses of the different analytical tools used in articulating the business strategy. • To comprehensively examine the roles of creativity, imagination, and rationality in the development of strategic thinking. • To design, implement, and audit integrated strategies for each organization and effectively address evolving specific strategic issues related to diverse socio-economic environments.
General skills
• To understand emerging challenges and make effective decisions from a strategic perspective. • To analyze the internal and external organizational environment systematically. • Complete SWOT analysis ability. • To develop an evolving strategy articulation approach. • To select and combine innovative strategies and tactical actions within different firms.

(3) COURSE CONTENT

1. Economy and business 2. The concept of business strategy 3. The external business environment 4. The internal business environment 5. The dynamic triangle of strategy, technology, and management (Stra.Tech.Man) and the firm's physiology 6. SWOT analysis and strategy selection 7. Implementation of strategy 8. Strategy at business and group level 9. Strategy development methods and international strategy 10. Evaluation of strategic results 11. Dynamics of globalization and strategy for today's firms 12. Practical business strategy and the business plan 13. Revisiting the course's content and recapitulation
--

(4) LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD	Mixed: face-to-face lectures and distance learning		
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT)	Use of the "Moodle" electronic platform: • Any communication with the teacher, in addition to the lectured delivered in the amphitheater, is conducted via Moodle. • The Moodle is the primary tool for the student to be informed about the course and must systematically monitor the teacher's announcements.		
TEACHING ORGANIZATION	Activity	Workload/semester	
	Lectures	30 hours	

	Audiovisual material watching and examination of case studies	40 hours	
	Independent study	80 hours	
	Course total	150 hours	
STUDENT EVALUATION	The total score results from three (3) assignments covering 30% (10% per assignment) and from the final written exams covering 70%.		

(5) SUGGESTED BIBLIOGRAPHY

Required textbooks (in Greek)

- Στρατηγική μικρομεσαίων επιχειρήσεων, σε συνθήκες κρίσης
Κωδικός Βιβλίου στον Εύδοξο: 59368051

Έκδοση: 1η έκδ./2017

Συγγραφείς: Βλάδος Χάρης

ISBN: 978-960-586-160-5

Τύπος: Σύγγραμμα

Διαθέτης (Εκδότης): ΕΚΔΟΣΕΙΣ ΚΡΙΤΙΚΗ ΑΕ

- Σχεδιασμός και Υλοποίηση Στρατηγικής των Επιχειρήσεων
Κωδικός Βιβλίου στον Εύδοξο: 59396604

Έκδοση: 2η Ελληνική-20η Αμερικανική/2016

Συγγραφείς: A.Thompson Jr, Margaret A. Peteraf, John E. Gamble, Dr. A. J. (Lonnie) Strickland

ISBN: 978-618-81298-0-

Τύπος: Σύγγραμμα

Διαθέτης (Εκδότης): UTOPIA ΕΚΔΟΣΕΙΣ Μ. ΕΠΕ.

Recommended textbooks

- Vlados, Ch. (2019). Stra.Tech.Man (strategy-technology-management): Theory and concepts. KSP Books. ISBN: 978-605-7602-83-1
<http://books.ksplibrary.org/978-605-7602-83-1/>
- Vlados, Ch., Deniozos, N., & Chatzinikolaou, D. (2019). Global crisis and restructuring: Theory, analysis, and the case of Greece. KSP Books.
<http://books.ksplibrary.org/978-605-7602-89-3/>
- Vlados, Ch. (Ed.), Chatzinikolaou, D., Deniozos, N., Digkas, A., Katimertzopoulos, F., & Koutroukis, Th. (2019). Local development dynamics. KSP Books.
<http://books.ksplibrary.org/978-605-7736-61-1/>

