

COURSE OUTLINE

1. GENERAL INFORMATION

SCHOOL	MARITIME AND INDUSTRIAL STUDIES		
DEPARTMENT	INDUSTRIAL MANAGEMENT AND TECHNOLOGY		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TEMA035-2	SEMESTER OF STUDY	8 th
COURSE TITLE	STRATEGIC MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>in case in which credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures, Project			5.5
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at section 4.</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	Special background		
PREREQUISITE COURSES:	None		
LANGUAGE OF INSTRUCTION and EXAMINATION/ASSESSMENT:	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/MIS104 /		

2. LEARNING OUTCOMES

<p>LEARNING OUTCOMES</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:</i></p> <p>APPENDIX A</p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications' cycle, according to the European Higher Education Area's Qualification Framework.</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and APPENDIX B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>This course studies the competitiveness of modern enterprises as a result of their capacity to analyze their internal and external environment, to set goals, and to design and implement strategies for achieving sustainable competitive advantage. The aim is to understand the basic concepts and theoretical approaches of strategic management, the tools for analyzing the internal and external organizational environment, as well as to specify effective corporate and competitive strategies. Further, the different strategy implementation, evaluation and control choices will be examined. During lectures various case studies and experiential exercises will be used with an aim to develop students' skills and their ability to understand and apply theories of strategic management.</p> <p>Using current literature, relevant case studies and audiovisual material, students will understand scientific concepts and will develop related skill regarding:</p> <ul style="list-style-type: none"> • The different approaches of strategic management and related practices of implementing business strategies • The techniques and tools for analyzing firm's external and internal environment

- The processes of developing strategies at the corporate and business level of analysis
- The methods of implementing, assessing and controlling firm strategies

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aims

Search for, analysis and synthesis of data and information, by the use of technologies that are necessary according the case
Adapting to new situations
Decision-making
Independent work
Team work
Working in an international environment
Working in an interdisciplinary environment
Introduction of innovative research

Project planning and management
Respect for difference and multiculturalism
Environmental awareness
Social, professional and ethical responsibility and sensitivity to gender issues
Critical consciousness, criticism and self-criticism
Development of free, creative and inductive thinking

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2. COURSE CONTENT

The course covers the following topics:

- Introduction to the theoretical approaches and fundamental concepts of strategic management
- Evaluation of external environment
- Evaluation of internal environment
- Corporate strategies
- Business (competitive) strategies
- Implementing firm strategies
- Evaluation and control of firm strategies
- Contemporary approaches to formulating multi-level firm strategies

In addition, selected case studies from bibliography and videos are presented and real business issues are discussed, while students participate in team projects and exercises.

Also, articles, audiovisual lecture material, web addresses, useful information, case studies and exercises are posted at eclass.

3. TEACHING METHODS - ASSESSMENT

<p>TEACHING MODE <i>Face-to-face, in-class lecturing, on distance teaching and distance learning etc.</i></p>	<p>In-class lecturing</p>
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</p>	<p>Teaching: Lectures with audiovisual media, support of the learning process through the eclass platform</p>

<p><i>Use of ICT in Teaching, Laboratory Education, Communication with students</i></p>	<p>Communication with students: face-to-face at office hours, email, eclass</p>																					
<p align="center">COURSE DESIGN</p> <p><i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, clinical practice, Art Workshop, Interactive teaching, Educational visits, project, Essay writing, Artistic creativity, etc.</i></p> <p><i>The study hours for each learning activity as well as the hours of non- directed study are given according to the principles of the ECTS</i></p>	<table border="1"> <thead> <tr> <th><i>Activity / Method</i></th> <th><i>Semester Workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td align="center">52</td> </tr> <tr> <td>Project (essay)</td> <td align="center">42</td> </tr> <tr> <td>Self-study of lecture material and case studies</td> <td align="center">41</td> </tr> <tr> <td>Counselling</td> <td align="center">0.5</td> </tr> <tr> <td>Exams (written)</td> <td align="center">2</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Course Total</td> <td align="center">137.5</td> </tr> </tbody> </table>		<i>Activity / Method</i>	<i>Semester Workload</i>	Lectures	52	Project (essay)	42	Self-study of lecture material and case studies	41	Counselling	0.5	Exams (written)	2							Course Total	137.5
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<p>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</p> <p><i>Detailed description of the evaluation procedures: Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice questionnaires, short- answer questions, open-ended questions, problem solving, written work, Essay/report, oral exam, public presentation, laboratory work, art interpretation, other.....etc</i></p> <p><i>Evaluation criteria are specifically defined and given as well as if and where they are reported and accessible to students.</i></p>	<p>Language of exams: Greek</p> <p>Assessment Methods: After the last lecture, the exam material is posted at eclass. The final course grade is formed as follows:</p> <ul style="list-style-type: none"> • By the project (30%) • By the written exams (70%) taken in the examination period of the spring semester and, in case of failure, in the September resits <p>The written examination includes short-answer and open-ended questions. It is conducted with closed books.</p> <p>The evaluation of students with special learning difficulties in writing and reading (as certified and qualified by a competent institution) is performed according to the relevant procedure decided by the Department Assembly.</p> <p>Notification of the Assessment Criteria: The evaluation criteria are made known during the first lecture and are clearly stated on the course website and e-class. The answers to the exam questions are posted at eclass after the exam date. Students have the opportunity to discuss their exam paper with the course instructor (at the posted office hours) after the announcement of the course grades.</p>																					

4. SUGGESTED BIBLIOGRAPHY

<p><i>-Suggested Bibliography :</i></p> <ul style="list-style-type: none"> • Book [68383883]: Strategic Management [in Greek], Georgopoulos N., 2013 • Book [50659970]: Business Strategy: International and Greek Experience [in Greek], Papadakis V., 2016 • Book [59396604]: Business Strategy Planning and Implementation- Competitive Advantage, Theory and Case Studies [in Greek], Thompson A., Peteraf M., Gamble J., Strickland III A. J., 2017 <p><i>-Scientific Journals:</i></p> <ul style="list-style-type: none"> • Strategic Management Journal • Organization Science • Academy of Management Review • Academy of Management Journal

- Journal of Management
- Journal of Management Studies
- Journal of Business Research
- Administrative Science Quarterly
- Academy of Management Perspectives
- Harvard Business Review

-Lecture Notes