

COURSE OUTLINE

(1) OVERVIEW

SCHOOL	MARITIME & INDUSTRY		
DEPARTMENT	INDUSTRIAL MANAGEMENT & TECHNOLOGY		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TEMA035-2	SEMESTER	8
COURSE TITLE	STRATEGIC MANAGEMENT		
DISCRETE TEACHING ACTIVITIES <i>In cases where ECTS credits are awarded to distinct components of the course (e.g., Lectures, Laboratory Exercises, etc.), please indicate them separately. If the credits are awarded as a whole for the entire course, please state the weekly teaching hours and the total number of credits</i>		WEEKLY TEACHING HOURS	ECTS
Lectures & Project		4	5.5
<i>Please add additional rows if needed. A detailed description of the teaching organization and instructional methods is provided in Section (4).</i>			
COURSE TYPE <i>core (C), core elective (CE), elective (E) - background, specialization, skill development</i>	C - Specialization		
PREREQUISITE COURSES:	None.		
LANGUAGE OF TEACHING AND EXAMINATIONS:	Greek (English for ERASMUS students)		
THIS COURSE IS AVAILABLE TO ERASMUS STUDENTS	Yes		
COURSE WEBPAGE (URL)			

(2) LEARNING OUTCOMES

Learning Outcomes <i>The learning outcomes of the course are described, specifying the particular knowledge, skills, and competencies at the appropriate level that students will acquire upon successful completion of the course.</i> <i>Please refer to Appendix A</i> • Description of the Level of Learning Outcomes for each study cycle according to the Qualifications Framework of the European Higher Education Area. • Descriptive Indicators of Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B. • Concise Guide for Writing Learning Outcomes	
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. Using current literature, relevant case studies and audiovisual material, students will understand scientific concepts and will develop related capabilities regarding: • 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 <i>Taking into account the general competences that a graduate should have acquired (as listed in the Diploma Supplement and outlined below), which of these competences does the course aim to develop?</i>	
<i>Searching, analyzing, and synthesizing data and information, using the necessary technologies</i> <i>Adaptation to new situations</i> <i>Decision making</i> <i>Autonomous work</i>	<i>Project design and management</i> <i>Respect for diversity and multiculturalism</i> <i>Respect for the natural environment</i> <i>Demonstration of social, professional, and ethical responsibility and sensitivity to gender issues</i>

<i>Teamwork</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Generation of new research ideas</i>	<i>Exercising critical and self-critical thinking</i> <i>Promotion of free, creative, and inductive thinking</i> ... <i>Other competences: ...</i>
• Searching, analyzing, and synthesizing data and information, using the necessary technologies • Adaptation to new situations • Decision making • Autonomous work • Teamwork • Generation of new research ideas • Respect for diversity and multiculturalism • Demonstration of social, professional, and ethical responsibility and sensitivity to gender issues • Exercising critical and self-critical thinking • Promotion of free, creative, and inductive thinking	

(3) 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. Furthermore, articles, audiovisual lecture material, web links to useful resources, exercises, and software are uploaded in electronic format on the eClass platform.

(4) TEACHING and LEARNING METHODS - ASSESSMENT

TEACHING MODE <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	• Face-to-face in a classroom • Distance teaching & learning (if required)															
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in Teaching, Laboratory Education, Communication with students</i>	Teaching: Lectures using modern audiovisual equipment, learning support through the eClass electronic platform, synchronous distance teaching via MS Teams. Communication with students: face-to-face during office hours, email, eClass platform, MS Teams tools															
Organization of Teaching <i>A detailed description of the teaching methods and approach is provided.</i> <i>Lectures, seminars, laboratory exercises, fieldwork, study and analysis of literature, tutorials, internships (placements), clinical practice, artistic workshops, interactive teaching, educational visits, project work, writing assignments, artistic creation, etc.</i> <i>The student's study hours for each learning activity, as well as the hours of independent study, are specified in accordance with the principles of ECTS</i>		<table><tr><th>Activity</th><th>Semester Workload</th></tr><tr><td>Lectures</td><td>52</td></tr><tr><td>Project</td><td>42</td></tr><tr><td>Self-study of lecture material and case studies</td><td>41</td></tr><tr><td>Consultation Support</td><td>0.5</td></tr><tr><td>Exams (written)</td><td>2</td></tr><tr><td>Course Total</td><td>137.5</td></tr></table>	Activity	Semester Workload	Lectures	52	Project	42	Self-study of lecture material and case studies	41	Consultation Support	0.5	Exams (written)	2	Course Total	137.5
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STUDENT ASSESSMENT <i>Description of the assessment process</i> <i>Language of assessment, assessment methods, formative or summative evaluation, multiple-choice tests, short-answer questions, essay questions, problem-solving, written assignments, reports, oral examinations, public presentations.</i>	Language of Assessment: Greek (English for ERASMUS students) Assessment Mode: Face-to-face and/or distance learning (if required) Assessment Methods: The final course grade is formed as follows: • 70% by the written exams taken in the examination period of the spring semester and, in case of failure, in the September resits															

<i>laboratory work, clinical patient examination, artistic interpretation, other(s)</i> <i>Explicitly state assessment criteria and information on whether and where these criteria are accessible to students are included.</i>	• 30% by the project The written examination includes short-answer and essay questions. It is conducted with closed books. Students with Learning Difficulties: Students with certified learning difficulties in reading and writing (as recognized by the competent authority) are assessed according to the procedures established by the Department. Disclosure of Assessment Criteria: The assessment criteria are communicated during the first class and are clearly stated on the course website and the eClass platform. The exam syllabus is announced on eClass following the final lecture of the semester. The exam answers are posted on eClass after the examinations take place. Students have the right to review their graded exams and receive explanations regarding their grades. In cases of further requests, the procedures outlined in the current Study Regulations apply.
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(5) SUGGESTED BIBLIOGRAPHY

- Books: • Georgopoulos, N. (2013). Strategic Management, Benou Publications, ISBN: 9789608249950 [112695392] – in Greek - Journals: • Academy of Management Journal • Academy of Management Perspectives • Academy of Management Review • Administrative Science Quarterly • Harvard Business Review • Journal of Business Research • Journal of Management • Journal of Management Studies • Organization Science • Strategic Management Journal - Other educational material: • Lecture Notes and Supporting Material provided by the Instructor
