

ANNEX 2 – COURSE DESCRIPTION

Course title	Strategic Management				
Course code	MBA 780				
Course type	Compulsory				
Level	Master				
Year / Semester	2/2				
Teacher's name	Dr. Marios I. Katsioloudes				
ECTS	6	Lectures / week		Laboratories / week	
Course purpose and objectives	This advanced course focuses on strategic management and planning, where students will be exposed to the stages of strategy formulation, implementation and evaluation and control. Managers face no greater challenge than that of strategic planning and strategic management. Guiding a complex organization through a dynamic, rapidly changing environment requires the best of judgment. Strategic management and planning issues are invariably ambiguous and unstructured, and the way in which management responds to them, determines whether an organization will succeed or fail. Leadership plays a significant role in the entire strategic planning process, and as such students will be exposed to the various facets of leadership. In this course you will be asked to face the aforementioned challenges.				
Learning outcomes	<ul style="list-style-type: none">• Apply research methodologies and innovative thinking to develop new strategic approaches.• Evaluate and review the strategic performance of teams or organizations, contributing to improvements and innovation.• Take responsibility for contributing to professional knowledge and practice in strategic management.• Ability to integrate knowledge from diverse fields to address complex strategic challenges.• Develop critical awareness of strategic issues, their interconnections across various fields, and their implications for organizational success.• Develop advanced problem-solving skills essential for strategic decision-making, innovation, and the creation of novel strategies.				
Prerequisites	None		Required		
Course content	<ul style="list-style-type: none">• Industry analysis• Financial analysis and projections• Social responsibility/business ethics• Corporate strategies/business level strategies• Global aspects of strategy.• Competitive advantage• Non-profit and small business strategy issues• Leadership concepts and theories relevant to strategic management				
Teaching methodology	E-learning				

Bibliography	<p>Thompson/Strickland/Gamble (2019). Crafting & Executing Strategy. The Quest for Competitive Advantage. Concepts and Cases. McGraw Hill, 16th Edition.</p> <p>Katsioloudes, M.I. with Arpi K. Abouhanian (2017). The Strategic Planning Process. Understanding Strategy in Global Markets. Routledge of the Taylor & Francis Group, 2nd Edition.</p>
Assessment	<ul style="list-style-type: none"> • Conduct SWOT analyses on various industries. • Case studies comparing corporate and business-level strategies. • Competitive analysis of industries or companies. • Case studies focusing on the influence of leadership on strategic outcomes.
Language	English