

Course Title	Strategy & Business Policy				
Course Code	MB573				
Course Type	Major Elective				
Level	BSc/1st Cycle				
Year / Semester	3 rd /6 th				
Teacher's Name	Marios Katsioloudes				
ECTS	7.5	Lectures / week	3 hours	Laboratories / week	-
Course Purpose and Objectives	<p>The main objectives of the course are to:</p> <ul style="list-style-type: none">•Equip students with skills needed to analyze the business environment and, by considering organizations' internal characteristics, plan strategically for organizational success.• Expose students to information and analytical techniques relating to the general management 'big picture', thereby providing a cross-functional and strategic perspective.				
Learning Outcomes	<p>After completion of the course students are expected to be able to:</p> <ol style="list-style-type: none">1. Analyze the external environment and its impact on organizations.2. Assess the internal environment and strategic change issues facing an organization.3. Demonstrate knowledge and understanding of the business environment and strategic considerations it raises.4. Integrate knowledge from various business disciplines and apply this knowledge to the planning and managing of strategic business activities.5. Apply theory, models, frameworks and decision-making tools to identify key issues and make recommendations based on findings.6. Discuss the advantages and disadvantages of selecting and adopting various strategic options which characterize the competitive business environment.7. Demonstrate ability to analyze case studies on aspects of strategic management.8. Present findings effectively and concisely, both orally and in writing.				
Prerequisites		Required	-		
Course Content	1. Vision, Mission.				

	<p>2. Strategies, Objectives, Tactics.</p> <p>3. The macro environment: PESTLE analysis.</p> <p>4. The industry environment: Five forces model, market considerations, competitor analysis.</p> <p>5. Internal analysis: Competitive advantage, organizational performance.</p> <p>6. Strategic analysis and choice: Types of Strategies, SWOT matrix, BCG matrix, Grand Strategy Matrix.</p> <p>7. Strategy implementation.</p> <p>8. Strategy review, evaluation and control.</p> <p>9. Business Ethics, Social Responsibility, Environmental Sustainability.</p> <p>10. Global/International Issues.</p>
Teaching Methodology	PowerPoint lectures, class discussion, practical exercises, case studies, research and writing.
Bibliography	<p>Essential Reading</p> <p>David, F.R.(2016), <i>Strategic Management: A Competitive Advantage Approach, Concepts, 15th Ed.</i> Prentice Hall. ISBN : 978-0134153971</p>
Assessment	Attendance and Participation, Assignments, Mid-Term, Final Examination
Language	English