

Course Title	STRATEGIC MANAGEMENT				
Course Code	MRED 535				
Course Type	ELECTIVE				
Level	MASTER				
Year / Semester	YEAR 1/SEMESTER 3 OR 4				
Teacher's Name	MARIOS KATSILOUDES/STEFFEN HEINIG				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>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.</p> <p><u>Course Objectives:</u></p> <ol style="list-style-type: none">1. Enable students to integrate all the business functional areas they have been exposed to, during their MA education.2. Provide students with the necessary strategic management tools.3. Enable students to use these tools in drafting a strategic plan.4. Expose students to strategic leadership concepts and the role of leadership in the strategic planning process.				
Learning Outcomes	<p>Upon the successful completion of this course, students will be able to:</p> <ol style="list-style-type: none">1. Analyze the implications of making socially responsible decisions;2. Demonstrate leadership skills;3. Integrate the functional areas knowledge in business decision-making4. Apply the knowledge and skills needed to successfully manage organizations in an ever changing business environment; and <p>Identify and consider global issues in making Business decisions</p>				
Prerequisites		Required			
Course Content	<p>-Strategy formulation, implementation and evaluation and control</p> <p>-Industry analysis</p> <p>-Financial analysis and projections.</p>				

	<ul style="list-style-type: none"> -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	Highly interactive sessions with case study analysis and discussions on strategic management issues within the real estate sector. Individual and group presentations for developing the students' public speaking skills and their team work capabilities.										
Bibliography	<ol style="list-style-type: none"> 1. Thompson/Strickland/Gamble (2019). Crafting & Executing Strategy. The Quest for Competitive Advantage. Concepts and Cases. McGraw Hill, 16th Edition. 2. 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>O'mara, M. A. (1999). Strategy and Place: Managing Corporate Real Estate and Facilities for Competitive Advantage. The Free Press. Simon & Schuster, Inc.</p>										
Assessment	<table border="0"> <tr> <td>Final Exam</td> <td>40%</td> </tr> <tr> <td>Case analysis (Indiv.)</td> <td>15%</td> </tr> <tr> <td>Final Project (group)</td> <td>20%</td> </tr> <tr> <td>Presentation</td> <td>15%</td> </tr> <tr> <td>Class contribution</td> <td>10%</td> </tr> </table>	Final Exam	40%	Case analysis (Indiv.)	15%	Final Project (group)	20%	Presentation	15%	Class contribution	10%
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