BUSINESS STRATEGY

- **Course code**

  8142
- **Type of course (compulsory, optional)**

  Compulsory
- **Level of course**

  N/A
- **Year of study**

  2013-2014
- **Semester**

  6th Semester
- **Number of credits allocated**

  6 ECTS Credits
- **Name of lecturer**

  Lioukas Spyros, Professor - Voudouri Irini, Assistant Professor
- **Learning outcomes**

  The Course introduces students to issues of Business Strategy while providing them with skills regarding the application of concepts and techniques. It examines issues along the whole spectrum from strategy formulation to strategy implementation. It refers to theories and practice, using examples from real enterprises and cases presentation
- **Mode of delivery (face-to-face, distance learning)**

  Traditional "face-to face" mode of delivery
- **Prerequisites and co-requisites**

  No prerequisite
- **Recommended optional programme components**

- **Course contents**

  The Course includes four parts referring to:

  • The concept of strategy: Strategic fit, strategic stretch. Intended and realised strategies. Strategy as design versus emergent strategy.

  • Strategic analysis: Framework, methods and tools of environment analysis. Analyzing resources and capabilities. Sources of competitive advantage.

- Strategic choices: Generating alternative strategic choices for business development. Strategic alliances and partnerships. Acquisitions. Evaluation of alternative strategies.
- Strategy implementation: Transformation of strategy into action plans. Aligning tactics, structure, systems, skills, culture, management style. Planning, processes and resource allocation. Strategic change.

- **Recommended or required reading**

  📖 Teaching notes - Spyros Lioukas (in Greek)

  📖 V. Papadakis. 2012. «Strategy: 1st volume». Benou Publishing, Athens (in Greek).

  📖 G. Johnson, R. Whittington and K. Scholes: "Exploring Corporate Strategy", 9th Edition, Prentice Hall, 2011.

- **Planned learning activities and teaching methods**

  Lectures, cases studies

- **Assessment methods assessment methods and criteria**

  The grade of the students is based on:

  - final exams, or alternatively on
  - final exams (70%) and optional project (30%)

- **Language of instruction**

  Greek

- **Work placement(s)**

  N/A