ADVANCED TOPICS IN STRATEGY AND INNOVATION

- **Course code**

  8169

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

  Compulsory (stream III: Strategy and Human Resources, and Stream V: Electronic Business, Innovation & Entrepreneurship)

- **Level of course**

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- **Year of study**

  2013-2014

- **Semester**

  7th Semester

- **Number of credits allocated**

  6 ECTS Credits

- **Name of lecturer**

  Lioukas Spyridon, Professor and Spanos Yiannis, Assoc. Professor

- **Learning outcomes**

The purpose of this course is to make students understand selected issues related to strategy and innovation. Specifically to promote understanding of critical issues in the areas of strategy implementation and strategic change, governance and corporate responsibility, as well as with the management of innovation. It aims at providing knowledge, and also at developing students' skills in the application of strategy concepts, methods and tools in dealing with the specific issues addressed as well as by focusing on practical examples and cases, and application projects.

- **Mode of delivery (face-to-face, distance learning)**

Face-to face, laboratory on business plan analyses, student projects

- **Prerequisites and co-requisites**

Core course on Business Strategy

- **Recommended optional programme components**

None

- **Course contents**

The course examines issues of strategy implementation, strategic change, and the management of innovation. More specifically:

Unit 1: Basic concepts in strategic change and innovation

Unit 2: Strategy implementation: from planning to implementing

Unit 3: Management of strategic change

Unit 4: Structural mechanisms for strategy implementation

Unit 5: Strategic planning system

Unit 6: Corporate Governance: purposes and goals, role of BoD

Unit 7: Corporate Governance: critical issues, trends

Unit 8: Sustainability and Social Responsibility

Unit 9: Strategic management of non-profit organizations

Unit 10: Innovation and competitiveness

Unit 11: New product development processes

Unit 12: Knowledge and Learning

Unit 13: National Systems of Innovation

- **Recommended or required reading**

  📖 Advanced topics in Strategy: Teaching notes (by S. Lioukas)

  📖 Advanced topics in Innovation: Teaching notes (by Y. Spanos)

  📖 Material (slides, cases, articles) in eduportal.

- **Planned learning activities and teaching methods**

Laboratory on business plan analyses

- **Assessment methods assessment methods and criteria**

Business plan application in lab (20%) and exam (80%),

or business plan application in lab (20%), exam (40%) and optional project (40%).

- **Language of instruction**

  Greek

- **Work placement(s)**

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