COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED ECONOMIC AND SOCIAL SCIENCES		
ACADEMIC UNIT	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
LEVEL OF STUDIES	*Undergraduate*		
COURSE CODE	**5501**	**SEMESTER**	5th
COURSE TITLE	BUSINESS STRATEGY & POLICY		
INDEPENDENT TEACHING ACTIVITIES		**WEEKLY TEACHING HOURS**	**CREDITS**
	Lectures	4	5
COURSE TYPE	SPECIAL BACKGROUND		
PREREQUISITE COURSES	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED for ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)	https://oeclass.aua.gr/eclass/		

2. LEARNING OUTCOMES

Learning Outcomes

The aim of the course is:

- To present to the students the concept of strategy and its importance for a company-organization as well as to focus on the strategic decision-making process and on the main strategies used by the company.
- To direct them to contemporary strategic business issues, with the help of examples and case studies.

Upon successful completion of the course, the student will be able to:

- Understand the basic concepts and importance of business strategy and policy
- Recognize and analyze the parameters of the company's internal and external environment that affect its strategy.
- Analyze the factors that lead to the achievement and development of a sustainable competitive advantage
- Recognizes stakeholders' roles and their influence on the development of corporate strategy
- Organize strategic goals and analyze the processes and methods to fulfill them.

General Competences

- Working independently
- Teamwork
- Decision-making
- Working in an Interdisciplinary Environment
- Production of New Research Ideas
- Promoting free, creative and inductive thinking

3. SYLLABUS

1. Concept, Importance, Definition of Business Strategy
2. Strategic Management & Levels of strategy
3. Ownership, Stakeholders & Corporate Social Responsibility
4. Strategy & Organizational Culture
5. External business environment analysis
6. Internal Environment Analysis (Resources & Competencies)
7. Strategic competencies, Value Chain Analysis & SWOT Analysis
8. Sources of Competitive advantage (Porter)
9. Competitive strategy (Differentiation strategy)
10. Corporate Strategy (Related and unrelated diversification strategy)
11. Corporate Strategy (Horizontal & vertical integration, turnaround & rescue strategy)
12. Contemporary strategy (Business Canvas, Mergers & acquisitions, alliances, innovation & entrepreneurship, Sustainability, Stakeholders' engagement)
13. Case Studies in food systems (agribusinesses and supply chains)

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections of relevant videos. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face -to-face, Distance learning
USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY	• Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System) • Support of lectures using presentation software • Use of audiovisual material • Use of web applications **Communication with students**: face to face at office hours, email, eclass platform
TEACHING METHODS	

Activity	*Workload*
Lectures (direct)	52
Writing paper/ papers	32
Independent Study	39
Advisory support	0,5
Exams	***2***
Course Total (Approximately 25 hours of workload per credit unit 125.5)	***125,5 h***

STUDENT PERFORMANCE EVALUATION	The evaluation process is in the language that the course is taught (Greek or English) and consists of: i. Compulsory written final examination at the end of the semester (weighting factor **70**% at least) which may includes: • Multiple choice questionnaires • Open-ended questions • Problem solving • Oral examination **Evaluation criteria:** correctness, completeness, clarity ii. Optional written exam or essay during the semester (weighting factor 30%) which may includes: • Multiple choice questionnaires • Open-ended questions • Problem solving • Essay/report • Oral examination **Evaluation criteria:** correctness, completeness, clarity **Special learning difficulties:** Students with **special learning difficulties** in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department. **Specifically-Defined Criteria:** The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography in Greek Language:

- Βιβλίο [122078937]: ΣΤΡΑΤΗΓΙΚΟ ΜΑΝΑΤΖΜΕΝΤ 2η Έκδοση, Frank T. Rothaermel
- Βιβλίο [122075438]: Στρατηγική επιχειρήσεων, Whittington Richard, Regnér Patrick, Angwin Duncan, Johnson Gerry, Scholes Kevan (Συγγρ.) - Γαλανού Αικατερίνη, Γιαννούκου Ιωάννα (Επιμ.)
- Βιβλίο [11807]: Το επιχειρηματικό όραμα σε Business Plan, Κέφης Βασίλειος Ν.,Παπαζαχαρίου Πέτρος
- Βιβλίο [59368051]: Στρατηγική μικρομεσαίων επιχειρήσεων, σε συνθήκες κρίσης, Βλάδος Χάρης
- Βιβλίο [112706553]: Ανοικτή Στρατηγική, Christian Stadler / Julia Hautz / Kurt Matzler / Stephan Friedrich von den Eichen
- Βιβλίο [112705820]: Επιχειρηματικό σχέδιο, Catherine Léger-Jarniou / George Kalousis
- Βιβλίο [94702833]: Στρατηγική διοίκηση επιχειρήσεων, Βασιλειάδης Λάμπρος
- Βιβλίο [77106779]: Στρατηγική Διοίκηση, Θεωρία και Εφαρμογές, 9η Έκδοση, Dess Gregory G., McNamara Gerry, Eisner Alan B., Lee Seung-Hyun (Sean), Βασίλης Κέφης, Γεώργιος Κλήμης (επιμέλεια)

Suggested Bibliography in English Language:

- Johnson Gerry, Scholes Kevan, Whittington Richard, (2008) Exploring Corporate Strategy, Pearson College Div; 8th edition, ISBN-13 : 978-0273711919
- Thompson Arthur, Peteraf Margaret, Gamble John, Strickland A. (2021) Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts & Cases 23e, McGraw Hill; 23rd edition.
- Thompson Arthur A. (1999) Strategic Management, McGraw-Hill; 11th Edition, ISBN-13: 978-0073037141
- Harmon, Paul. Business process change: a business process management guide for managers and process professionals. Morgan Kaufmann, 2019.
- Thomas, Brychan Celfyn, and Alun Merlyn Thomas. The Business of New Process Diffusion: Management of the Early Float Glass Start-ups. Routledge, 2019.
- Basak, Shounak, Sudhanshu Shekhar, and Kushal Saha. "Sustainable Supply Chain Development: An Energy Management Approach." Emerging Applications in Supply Chains for Sustainable Business Development. IGI Global, 2019. 81-102.

Related academic Journals:

- Strategic Management Journal
- Academy of Management Journal
- Journal of Management
- Organization Science
- Strategic Entrepreneurship Journal
- Journal of International Business Studies
- Long Range Planning
- Strategic Organization
- Global Strategy Journal
- Business Strategy and the Environment

- Advances in Strategic Management
- Journal of Family Business Strategy
- Research Methodology in Strategy and Management
- Harvard Business Review
- Journal of Small Business Strategy
- Cross Cultural and Strategic Management
- Journal of Business Strategy
- Business Strategy and Development
- Journal of Strategy and Management

Instructor's Notes