

## COURSE OUTLINE

### 1. GENERAL

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

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>The aim of the course is:</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- To direct them to contemporary strategic business issues, with the help of examples and case studies.</li> </ul> <p><b>Upon successful completion of the course, the student will be able to:</b></p> <ul style="list-style-type: none"> <li>• Understand the basic concepts and importance of business strategy and policy</li> <li>• Recognize and analyze the parameters of the company's internal and external environment that affect its strategy.</li> <li>• Analyze the factors that lead to the achievement and development of a sustainable competitive advantage</li> <li>• Organize strategic goals and analyze the processes and methods to fulfill them.</li> </ul>
<b>General Competences</b>
<ul style="list-style-type: none"> <li>• Working independently</li> <li>• Teamwork</li> <li>• Decision-making</li> <li>• Working in an Interdisciplinary Environment</li> <li>• Production of New Research Ideas</li> <li>• Promoting free, creative and inductive thinking</li> </ul>

### 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)
13. Case Studies

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

<b>DELIVERY</b>	Face -to-face, Distance learning															
<b>USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY</b>	<ul style="list-style-type: none"> <li>• Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System)</li> <li>• Support of lectures using presentation software</li> <li>• Use of audiovisual material</li> <li>• Use of web applications</li> </ul> <p><b>Communication with students:</b> face to face at office hours, email, eclass platform</p>															
<b>TEACHING METHODS</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures (direct)</td> <td style="text-align: center;">52</td> </tr> <tr> <td><i>Writing paper/ papers</i></td> <td style="text-align: center;">32</td> </tr> <tr> <td><i>Independent Study</i></td> <td style="text-align: center;">39</td> </tr> <tr> <td><i>Advisory support</i></td> <td style="text-align: center;">0,5</td> </tr> <tr> <td><i>Exams</i></td> <td style="text-align: center;"><b>2</b></td> </tr> <tr> <td><i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i></td> <td style="text-align: center;"><b>125,5 h</b></td> </tr> </tbody> </table>		<i>Activity</i>	<i>Workload</i>	Lectures (direct)	52	<i>Writing paper/ papers</i>	32	<i>Independent Study</i>	39	<i>Advisory support</i>	0,5	<i>Exams</i>	<b>2</b>	<i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i>	<b>125,5 h</b>
<i>Activity</i>	<i>Workload</i>															
Lectures (direct)	52															
<i>Writing paper/ papers</i>	32															
<i>Independent Study</i>	39															
<i>Advisory support</i>	0,5															
<i>Exams</i>	<b>2</b>															
<i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i>	<b>125,5 h</b>															

<p><b>STUDENT PERFORMANCE EVALUATION</b></p>	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <ol style="list-style-type: none"> <li>i. Compulsory written final examination at the end of the semester (weighting factor <b>70%</b> at least) which may includes: <ul style="list-style-type: none"> <li>• Multiple choice questionnaires</li> <li>• Open-ended questions</li> <li>• Problem solving</li> <li>• Oral examination</li> </ul> <p><b>Evaluation criteria:</b> correctness, completeness, clarity</p> </li> <li>ii. Optional written exam or essay during the semester (weighting factor 30%) which may includes: <ul style="list-style-type: none"> <li>• Multiple choice questionnaires</li> <li>• Open-ended questions</li> <li>• Problem solving</li> <li>• Essay/report</li> <li>• Oral examination</li> </ul> <p><b>Evaluation criteria:</b> correctness, completeness, clarity</p> </li> </ol> <p><b>Special learning difficulties:</b></p> <p>Students with <b>special learning difficulties</b> in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.</p> <p><b>Specifically-Defined Criteria:</b></p> <p>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.</p>
--	---

## 5. ATTACHED BIBLIOGRAPHY

*Suggested Bibliography in Greek Language:*

- [50659970]: ΣΤΡΑΤΗΓΙΚΗ ΤΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ ΤΟΜΟΣ Α΄, ΠΑΠΑΔΑΚΗΣ ΒΑΣΙΛΕΙΟΣ
- [11807]: Το επιχειρηματικό όραμα σε Business Plan, Κέφης Βασίλειος Ν., Παπαζαχαρίου Πέτρος
- [59368002]: Βασικές αρχές στρατηγικής των επιχειρήσεων, Johnson Gerry, Scholes Kevan, Whittington Richard
- [102071498]: Βιώσιμη Ανάπτυξη και Στρατηγική Επιχειρηματική Υπευθυνότητα σε Μικρομεσαίες Επιχειρήσεις, Μανασάκης Κωνσταντίνος
- [59368051]: Στρατηγική μικρομεσαίων επιχειρήσεων, σε συνθήκες κρίσης, Βλάδος Χάρης

***Suggested Bibliography in English Language:***

- 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***