

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	MARITIME AND INDUSTRIAL STUDIES		
DEPARTMENT	MARITIME STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	NAAΓΓ21	SEMESTER	Winter semester elective
COURSE TITLE	Strategic Management		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	4	6	
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Background knowledge		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION:	English		
LANGUAGE OF EXAMINATION/ASSESSMENT:			
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	eclass.unipi.gr		

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.

It is necessary to consult:

APPENDIX A

- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*

APPENDIX B

- *Guidelines for writing Learning Outcomes*

Students are expected to be able to:-

- Analyze the basic attributes of the internal and external environment of a company –
- Understand the idiosyncrasies of the different markets that different companies act-
- Clarify, create, organize and deploy strategies appropriate to different companies with different characteristics-
- Make swift decisions at all strategic levels (tactical, operational, functional)

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for diversity and multiculturalism</i>
<i>Decision-making</i>	<i>Environmental awareness</i>
<i>Individual/Independent work</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Group/Team work</i>	<i>Critical thinking</i>
<i>Working in an international environment</i>	<i>Development of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>
<i>Introduction of innovative research</i>	<i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i>

The module aims at providing:

- The theoretical base on strategic management based on cases from the real world
- The understanding of the basic principles of strategic management
- The tools which will assist in the decision-making process
- The framework of creating policies and strategies for multinational and medium in size companies

(3) COURSE CONTENT

- Mission & Vision
- Business Environment
- Strategic Level Decisions
- Business Level Decisions
- Functional Level Decisions
- Strategy Formation
- Strategy Implementation
- Control
- Delta Model
- Strategy and the role of technology

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance</i>	In-class lecturing
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<i>learning etc.</i>											
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	E-CLASS										
COURSE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i> <i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i>	<table border="1"> <thead> <tr> <th><i>Activity/Method</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>LECTURES</td> <td>52</td> </tr> <tr> <td>STUDY</td> <td>68</td> </tr> <tr> <td>Total</td> <td>120</td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	<i>Activity/Method</i>	<i>Semester workload</i>	LECTURES	52	STUDY	68	Total	120		
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	LECTURES	52									
	STUDY	68									
	Total	120									
STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures: Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i>	FINAL EXAMS										

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

- Arnoldo C. Hax The Delta Model: Reinventing Your Business Strategy