

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	MARITIME AND INDUSTRIAL STUDIES		
DEPARTMENT	MARITIME STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	NAAΓT21	SEMESTER	Winter semester elective
COURSE TITLE	Strategic Management		
INSTRUCTOR'S NAME	Dr Dimitrios Konstantios		
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)	https://eclass.unipi.gr/courses/NAS445/		

(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:

- Understand the concept of organization and management
- Understand the concept of competitive advantage
- Realize their usefulness in strategy analysis, selection and implementation
- Understand the differences of corporate, business and operational strategy
- Understand the external and internal environment of businesses and organizations and how it can affect their activity
- Recognize the resources, capabilities and success factors
- Embrace the concept of sustainability as part of the strategy of businesses and organizations
- Cultivate knowledge, skills, administrative abilities, emotional intelligence so that as future managers they can motivate human resources

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?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment

Introduction of innovative research

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and

sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

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(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)

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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

Face-to-face, in-class lecturing

In-class lecturing

<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</p> <p><i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	<p>https://eclass.unipi.gr/courses/NAS445/</p>											
<p>COURSE DESIGN</p> <p><i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, projects, Essay writing, team presentation of a case study, etc.</i></p> <p><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></p>	<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>PROJECT</td> <td>45</td> </tr> <tr> <td>STUDY</td> <td>53</td> </tr> <tr> <td>TOTAL</td> <td>150</td> </tr> </tbody> </table>	<i>Activity/Method</i>	<i>Semester workload</i>	LECTURES	52	PROJECT	45	STUDY	53	TOTAL	150	
<i>Activity/Method</i>	<i>Semester workload</i>											
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<p>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</p> <p><i>Detailed description of the evaluation procedures:</i></p> <p><i>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></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<p>The language of the final exam and assignments is English.</p> <ul style="list-style-type: none"> •Practical skills assessment (written analysis of a case study (international company) - 20%) •Practical skills assessment (presentation of a case study (international company) - 20%) •Final exam (including open and closed type questions - 60%) 											

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

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

-Related International Scientific Journals

- -Strategic Management Journal
- -International Entrepreneurship and Management Journal
- -International Business Review
- -Journal of International Management
- -Harvard Business Review
- -Journal of Business Ethics