

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	MARITIME AND INDUSTRIAL STUDIES		
DEPARTMENT	MARITIME STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	NAAΓT21	SEMESTER	Spring semester elective
COURSE TITLE	Strategic Management		
INSTRUCTOR'S NAME	Dr Markella A. Koutsouradi		
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)			

(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
- Understand and analyze the external and internal environments that affect businesses
- Realize their usefulness in strategy analysis, selection and implementation
- Understand the external and internal environment of businesses and organizations and how it can affect their activity
- Recognize the resources, capabilities and success factors
- Understand the dynamics of organizational change, and how strategic management contributes to the adaptation and transformation of organizations.
- Understand how to translate strategic plans into actionable initiatives and projects.
- Embrace the concept of sustainability as part of the strategy of businesses and organizations with emphasis on the ethical considerations
- 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
.....
(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)
.....*

The module aims at providing:

- A solid foundation of knowledge in strategic management concepts, frameworks, and theories.
- The understanding of the basic principles of strategic management
- Insights into the practical aspects of translating strategic plans into actionable initiatives, and 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

- Introduction to strategic concepts
- Internal and external environment Environment
- SWOT Analysis and Porter's 5 forces
- Strategic Level Decisions
- Business Level Decisions
- Strategy Formation
- Strategy Implementation
- Control
- Strategy and sustainability

(4) TEACHING METHODS--ASSESSMENT

<p>MODES OF DELIVERY <i>Face-to-face, in-class lecturing</i></p>	<p>In-class lecturing</p>	
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	<ul style="list-style-type: none"> • E-class • Email • PowerPoint • MS Forms 	
<p>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, 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>	<p>Activity/Method</p>	<p>Semester workload</p>
	<p>LECTURES</p>	<p>52</p>
	<p>PROJECT</p>	<p>45</p>
	<p>STUDY</p>	<p>53</p>
<p>TOTAL</p>	<p>150</p>	
<p>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <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"> • First assessment: Groupwork (project and presentation) – 40% • Final exam: 60% 	

(5) **SUGGESTED BIBLIOGRAPHY:**

-Suggested bibliography:

- Strategic Management & Business Policy: Thomas L. Wheelen J. David Hunger
- Strategic Management: text & cases: regory Dess, Gerry McNamara, Alan Eisner, Seung-Hyun Lee and G.T

-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