

COURSE OUTLINE

(1) GENERAL

SCHOOL	MARITIME AND INDUSTRIAL STUDIES		
ACADEMIC UNIT	MARITIME STUDIES		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	NA52	SEMESTER	7th Semester Elective
COURSE TITLE	BUSINESS STRATEGIES		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		4	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALISED GENERAL KNOWLEDGE		
PREREQUISITE COURSES:	NA		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/NAS		

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The course of Business Strategies aims at:

- Analysing the conceptual background and the modern theories and practices of Business Strategies
- Explaining how strategic analysis and planning contributes to the long-run success of businesses and organisations
- Analysing the external environment of shipping businesses and the context it creates for their strategy

- Developing strategic thinking and understanding and implementing methodologies and tools of Business Strategy
- Combining theoretical knowledge and practice for developing business strategy
- Providing the knowledge that contribute to analytical and synthetic ability of learners

After the completion of the course students should be able:

- To understand theories and tools of Business Strategy for the analysis of strategy of companies and organisations
- To analyse the internal and external environment of companies and organisations
- To understand and analyse competition, opportunities and threats as well as strengths and weaknesses of companies and organisations
- To develop strategic thinking and understand the need for continuous adjustment to the dynamic global business environment
- To understand challenges, opportunities and threats stemming from the charter markets of global shipping

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

The course aims at developing the following competences to the degree-holder:

- Business Environment Analysis
- Working in an international environment
- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision-making
- Team work
- Respect for difference and multiculturalism
- Showing social, professional and ethical responsibility and sensitivity to gender issues
- Production of free, creative and inductive thinking
- Understanding mutual interaction of stakeholders
- Conflict management
- Human resources management
- Criticism and self-criticism
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(3) SYLLABUS

The course emphasizes fundamental concepts of the Business Strategy field which adjusts to the needs of businesses in the shipping industry. Every successful business plan and implement strategies, develop resources and competences and strengthens its strategic advantages. In the context of this course all the relevant to the above tools and methodologies are examined.

The main topics that are examined are:

- Introduction to Business Strategy
- Analysis of the businesses' external environment
- Analysis of the businesses' internal environment
- Corporate Strategy
- Business Strategy
- Functional Strategies
- Strategic planning tools
- International Strategy
- Shipping Businesses' Strategies

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face to face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of eclass platform	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	<i>Activity</i>	<i>Semester workload</i>
	Lectures	46 hours
	Case Studies analysis	10 hours
	Self-directed study	54 hours
	Individual or group project	40 hours
	Course total	150 hours
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i>	Evaluation procedure	

<i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Students may choose on of the following options: - Summative evaluation with open-ended questions (100%) - Individual of group written project and public presentation (40%) plus summative evaluation with open-ended questions (60%) Evaluation criteria for summative evaluation: comprehensiveness, accuracy and critical thinking Evaluation criteria for written project : extent of gathering and researching information, organization and time management, critical thinking Language of evaluation Greek with specialised terminology in English
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(5) ATTACHED BIBLIOGRAPHY

- *Suggested bibliography:*

- N.Georgopoulos (2013) Strategic Management, Mpenos Publications, Athens.**
- A.Thompson Jr., M. A. Peteraf, J. E. Gamble, A.J. Strickland (2016), *Crafting and Implementing Strategy*, Utopia Publications, Athens.**

- *Related academic journals:*

- Strategic Management Journal**
- Global Strategy Journal**
- Journal of International Business Studies**
- Maritime Policy and Management**
- International Journal of Shipping and Transport Logistics**
- Maritime Economics and Logistics**