

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	FACULTY OF SOCIAL, POLITICAL AND ECONOMIC SCIENCES		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF ECONOMICS		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	NK64B	<b>SEMESTER</b>	6th
<b>COURSE TITLE</b>	BUSINESS STRATEGY		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
	4	6	
<b>COURSE TYPE</b>	CORE		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION AND EXAMINATIONS</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.duth.gr/courses/KOM06215/">https://eclass.duth.gr/courses/KOM06215/</a>		

### (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
<p><b>Course description</b></p> <p>The subject of this course is mainly how firms, as socio-economic organizations, articulate their strategy. One of the most critical missions in elaborating business strategy is constructing, implementing, and auditing an integrated business plan.</p> <p>After introducing the concepts of internal and external environment analysis, the course aims to cultivate the ability of students to identify the comparatively strong and weak points of the business and the corresponding opportunities and threats (SWOT analysis), which is a prerequisite for the firm to carry out a comprehensive business plan. Specifically, the “Stra.Tech.Man approach” is examined and utilized, which concerns the study of the synthesis of the three dimensions of strategy, technology, and management of different firms (socio-economic organizations).</p> <p><b>Learning outcomes</b></p> <p>This course’s attendance will give students the necessary abilities to:</p> <ul style="list-style-type: none"> <li>• Understand the development of strategic thinking over time and study complementary and conflicting schools of thought in today’s strategic management.</li> <li>• Understand the strengths and weaknesses of the different analytical tools used in articulating the business strategy.</li> <li>• To comprehensively examine the roles of creativity, imagination, and rationality in the development of strategic thinking.</li> <li>• To design, implement, and audit integrated strategies for each organization and effectively address evolving specific strategic issues related to diverse socio-economic environments.</li> </ul>
<b>General skills</b>
<ul style="list-style-type: none"> <li>• To understand emerging challenges and make effective decisions from a strategic perspective.</li> <li>• To analyze the internal and external organizational environment systematically.</li> <li>• Complete SWOT analysis ability.</li> <li>• To develop an evolving strategy articulation approach.</li> <li>• To select and combine innovative strategies and tactical actions within different firms.</li> </ul>

### (3) COURSE CONTENTS

<ol style="list-style-type: none"> <li>1. Economy and business</li> <li>2. The concept of business strategy</li> <li>3. The external business environment</li> <li>4. The internal business environment</li> <li>5. The dynamic triangle of strategy, technology, and management (Stra.Tech.Man) and the firm's physiology</li> <li>6. SWOT analysis and strategy selection</li> <li>7. Implementation of strategy</li> <li>8. Strategy at business and group level</li> <li>9. Strategy development methods and international strategy</li> <li>10. Evaluation of strategic results</li> <li>11. Dynamics of globalization and strategy for today's firms</li> <li>12. Practical business strategy and the business plan</li> <li>13. Revisiting the course's content and recapitulation</li> </ol>
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### (4) TEACHING AND LEARNING METHODS - EVALUATION

<b>DELIVERY</b>	FACE-TO-FACE LECTURES	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	Use of the "eclass.duth.gr" electronic platform: <ul style="list-style-type: none"> <li>• Any communication with the teacher, in addition to the lectured delivered in the amphitheater, is conducted via e-class.</li> <li>• E-class is the primary tool for the student to be informed about the course and must systematically monitor the teacher's announcements.</li> </ul>	
<b>TEACHING METHODS</b>	<b>Activity</b>	<b>Semester workload</b>
	13 Lectures	52 hours
	Audiovisual material watching and examination of case studies	30 hours
	Independent study	68 hours
	<b>Course total</b>	<b>150 hours</b>
	Plus 30 hours of processing an optional assignment	
<b>STUDENT PERFORMANCE EVALUATION</b>	<p><b>Assignment (optional or compulsory)</b>          Students are assigned an optional or compulsory assignment for the current academic semester with a choice determined by the instructor on a case-by-case basis.</p> <p><b>Written exams at the end of the semester</b></p> <ul style="list-style-type: none"> <li>• Duration: 2 hours</li> <li>• Open books and notes examination. The use of electronic devices is prohibited.</li> <li>• The exams cover the slides' material, the lectures, and the suggested textbooks.</li> </ul> <p>During the exams, students should keep in mind the following:</p> <ul style="list-style-type: none"> <li>• The invigilators are solely responsible for the seats allocated by the examinees. Invigilators are not allowed to give any instructions or assistance related to any exam subject.</li> <li>• Mobile phones must be switched off. Using a mobile phone or any other electronic device will result in grade zero and further penalties.</li> <li>• No break is allowed during the exams. No student is allowed to leave the examination room before 30 minutes have elapsed.</li> <li>• Any students who collaborated or copied from one another will be zeroed. Even if these actions are perceived after completing the exams.</li> <li>• The assignment's grade is taken into account only for the current semester. In the case of make-up exams, this work is not taken into</li> </ul>	

**(5) BIBLIOGRAPHY****Required textbooks (in Greek)**

- Στρατηγική μικρομεσαίων επιχειρήσεων, σε συνθήκες κρίσης  
Κωδικός Βιβλίου στον Εύδοξο: 59368051  
Έκδοση: 1η έκδ./2017  
Συγγραφείς: Βλάδος Χάρης  
ISBN: 978-960-586-160-5  
Τύπος: Σύγγραμμα  
Διαθέτης (Εκδότης): ΕΚΔΟΣΕΙΣ ΚΡΙΤΙΚΗ ΑΕ
- Σχεδιασμός και Υλοποίηση Στρατηγικής των Επιχειρήσεων  
Κωδικός Βιβλίου στον Εύδοξο: 59396604  
Έκδοση: 2η Ελληνική-20η Αμερικανική/2016  
Συγγραφείς: A.Thompson Jr, Margaret A. Peteraf, John E. Gamble, Dr. A. J. (Lonnie) Strickland  
ISBN: 978-618-81298-0-  
Τύπος: Σύγγραμμα  
Διαθέτης (Εκδότης): ΥΤΟΡΙΑ ΕΚΔΟΣΕΙΣ Μ. ΕΠΕ.

**Recommended textbooks**

- Vlados, Ch. (2019). Stra.Tech.Man (strategy-technology-management): Theory and concepts. KSP Books. ISBN: 978-605-7602-83-1  
<http://books.ksplibrary.org/978-605-7602-83-1/>
- Vlados, Ch., Deniozos, N., & Chatzinikolaou, D. (2019). Global crisis and restructuring: Theory, analysis, and the case of Greece. KSP Books.  
<http://books.ksplibrary.org/978-605-7602-89-3/>
- Vlados, Ch. (Ed.), Chatzinikolaou, D., Deniozos, N., Digkas, A., Katimertzopoulos, F., & Koutroukis, Th. (2019). Local development dynamics. KSP Books.  
<http://books.ksplibrary.org/978-605-7736-61-1/>