

COURSE OUTLINE

(1) GENERAL

SCHOOL	OF BUSINESS STUDIES		
ACADEMIC UNIT	SHIPPING, TRADE AND TRANSPORT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	ΔΙ0600	Spring	8 th
COURSE TITLE	Business Strategy and Policy		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
		3	5
COURSE TYPE	General background		
PREREQUISITE COURSES:	N/A		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/TNEY260/		

(2) LEARNING OUTCOMES

Learning outcomes
<p>At the end of the course, the students must be able to:</p> <ul style="list-style-type: none"> • Analyze the parameters needed for the understanding of a company's internal and external environment • To understand the peculiarities of the different markets in which various companies operate • To plan, develop, organize and apply strategies • To undertake important strategic decisions at the various levels of business strategy (business, operational etc.)
General Competences
<p>The course aims at providing the following competences to the students:</p> <ul style="list-style-type: none"> - Team work and team building - Search, collection, elaboration of data and information and production of concrete outcomes - Project planning and management - Criticism - Creative thinking - Decision-making - Working independently

(3) SYLLABUS

The course aims at providing a blend of theoretical and practical knowledge based on Strategy Theories and Case Studies from the market. Strategy Management is a complex scientific field and there isn't a "best teaching approach", thus several Universities around the world are based on case studies in order to provide the necessary background to their students.

The educational approach applied in this course is the combination of a systematic and comprehensive exploitation of the various theories along with the analysis of several case studies. The scope is to apply a holistic approach regarding Business Strategy and Policy. Also, the course assessment method includes a team project through which the students will have the opportunity to analyse the internal and external environment of a case study company and to propose a future strategy. The team project gives them the opportunity to use the theoretical knowledge gained during their studies at the University (accounting, financial analysis, marketing, Business management etc.) and during the course lectures and to develop a critical thinking approach, thus being able to provide solutions in contemporary business problems.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY		
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY		
TEACHING METHODS	<i>Activity</i>	<i>Semester workload</i>
	Lectures	39 hours
	Study and analysis of bibliography	31 hours
	preparation for exams	30 hours
	Team project	50 hours
		<i>Course total</i>
STUDENT PERFORMANCE EVALUATION	<p>The Greek language will be used at all stages of the evaluation process.</p> <p>Students' final grade will be defined by:</p> <ul style="list-style-type: none"> - A team project. The project requires the analysis of a company as a case study (the company selection can be from the team or from lecturer) based on what the students learned during the course. Based on the analysis students must proposed a future strategy to be followed by the company. The project assignment counts for the 50% of the final grade. - Written exams counting for the 50% of the final grade. 	

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Βιβλίο [77106779]: Στρατηγική Διοίκηση, Θεωρία και Εφαρμογές, 9η Έκδοση, Dess Gregory G., McNamara Gerry, Eisner Alan B., Lee Seung-Hyun (Sean), Βασίλης Κέφης, Γεώργιος Κλήμης (επιμέλεια). Εκδόσεις Τζιόλα

- Related academic journals:

