

X13 STRATEGIC MANAGEMENT

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	ECONOMICS AND SUSTAINABLE DEVELOPMENT		
LEVEL OF STUDY	<i>Undergraduate</i>		
COURSE UNIT CODE	X13	SEMESTER OF STUDY	1
COURSE TITLE	Strategic Management		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lecture		3	7.5
COURSE UNIT TYPE	Scientific area		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	English		
COURSE DELIVERED TO ERASMUS STUDENTS	YES in English		
MODULE WEB PAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes
<p>Course content includes a variety of theories and approaches in strategic management and aims at introducing students to the main strategic assessment, analysis and strategic decision-making tools. During the course, students will have the opportunity to evaluate the key components of the key strategic management question, how and why some organizations perform better than others, and suggest solutions for the long-term survival of each type of organization.</p> <p>Upon successful completion of the course the student will be able to:</p> <ul style="list-style-type: none"> - Develop analytical and critical thinking skills related to strategic management theory - Demonstrate in-depth knowledge of different models of strategic management. - Assess the mission, goals and objectives of an organization. - Identify and evaluate organizational resources and capabilities, core competencies, and dynamic capabilities. - Identify and understand the key factors of an organization's success. - Evaluate the different approaches to strategy making. - Understand and evaluate the competitive forces in the market. - Understand and evaluate stakeholders' role and influence. - Recognize different types of competitive advantage. - Understand how value is created through strategic cost leadership and differentiation. - Understand and evaluate the importance of creativity and innovation in strategic success. - Understand and evaluate the importance of structure, design, organizational culture and business environment in effective strategic business management.
General Skills
<ul style="list-style-type: none"> • Search, analyze and synthesize data and information, using the necessary technologies • Adaptation to new situations • Decision making • Independent work • Teamwork • Exercising criticism and self-criticism • Promoting free, creative and inductive thinking • Communication skills in written and oral speech, using arguments in work, presentations and public discussions. Exercising criticism and self-criticism

3. COURSE CONTENTS

<ul style="list-style-type: none"> - Introduction to strategic management (definitions, levels of strategy, strategic management, strategic planning) - The external environment (macro-environment, sectors, strategic groups, competitors) - Internal environment (value chain, resources, capabilities & skills, VRIO analysis) - The vision of the business - Organizational culture and strategy - Competitive Strategies - Theories of Creating Competitive Advantage. - Corporate strategic direction - Evaluation - Selection of strategic directions - Implementation of Strategies - Balanced Targeting Table - International strategy
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4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	Lectures in the classroom	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Dynamic powerpoint slides e-class support	
TEACHING METHODS	Method description	Semester Workload
	Lectures	39
	Assignments Focused on Applying Methodologies and Analyzing Case Studies in Small Student Groups	33
	Teamwork in a case study.	20
	Educational excursion / Small individual assignments	30
	Independent Study	65.5
	Total Course	187.5
ASSESSMENT METHODS	I. Final written examination (60%) including: <ul style="list-style-type: none"> - Short answer questions - Essay Questions - Comparative evaluation of theory and frameworks. - Teamwork Presentation (40%) 	

5. RESOURCES

<p>- <i>Recommended Article/Paper Resources:</i></p> <ol style="list-style-type: none"> 1. Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2016). Strategic management: Concepts and cases: Competitiveness and globalization. Cengage Learning. 2. Lasserre, P. (2017). <i>Global strategic management</i>. Macmillan International Higher Education. 3. Hill, C. W., Jones, G. R., & Schilling, M. A. (2014). Strategic management: theory: an integrated approach. Cengage Learning. 4. Schlegelmilch, B. B., & Szőcs, I. (Eds.). (2020). <i>Rethinking business responsibility in a global context: Challenges to corporate social responsibility, sustainability and ethics</i>. Springer Nature.
