

Course Title	Business Strategy & Policy			
Course Code	MGMT319			
Course Type	Compulsory			
Level	Higher Diploma			
Year / Semester	3 <sup>rd</sup> Year / 5 <sup>th</sup> Semester			
Teacher's Name	Konstantinou Marina			
ECTS	4	Lectures / week	2	Laboratories / week
Course Purpose and Objectives	To help students analyse, evaluate and synthesize critical aspects of business strategy into a form that can be implemented and managed.			
Learning Outcomes	<p>Upon successful completion of this course, students are expected to:</p> <ul style="list-style-type: none"> <li>▪ Be able to think strategically about a company, its business position and competitive advantage, and how to implement its best strategy.</li> <li>▪ Be able to conduct strategic analysis in a variety of industries and competitive environments.</li> <li>▪ Understand of competitive challenge of global markets.</li> <li>▪ Understand ethical and sustainable principles which cope with the personal and company values, and socially responsible management practices.</li> </ul>			
Prerequisites	MGMT104	Required	None	
Course Content	<p>Course progression follows the following outline (Note: group discussion sessions are outlined)</p> <ul style="list-style-type: none"> <li>▪ Introduction to Strategic Management</li> <li>▪ The Nature of Strategic Management</li> <li>▪ The Business Vision and Mission</li> <li>▪ Strategic Management Plan <b>Group Discussion</b></li> <li>▪ Creating Business Strategies</li> <li>▪ Creating Business Strategies 2, <b>Group Discussion</b></li> <li>▪ Strategy Analysis and Choice, <b>Lecture &amp; Group Discussion</b></li> <li>▪ Implementing Strategies: Management &amp; Operations Issues</li> <li>▪ Implementing Strategies: Marketing, Finance/Accounting, R&amp;D, and MIS Issues</li> </ul>			

	<ul style="list-style-type: none"> <li>▪ Strategy Review, Evaluation, and Control</li> <li>▪ ERS (Ethical, Responsible, Sustainable) behaviour being an integral part of business strategy</li> <li>▪ Class Summation <b>Final Group Discussion</b></li> </ul>
Teaching Methodology	Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.
Bibliography	<p><b>Compulsory reading</b></p> <ul style="list-style-type: none"> <li>• Robbins, Stephen P. (2011), Fundamentals of Management, 7<sup>th</sup>, Pearson, ISBN: 978-0136109822.</li> <li>• Montana, Patrick J. (2015), Barron's Management: An Ideal Classroom Text or Self-Teaching Handbook, Featuring , 5<sup>th</sup>, Barron's Educational Series Inc., U.S., ISBN: 978-1438004822.</li> <li>• Carroll, Archie &amp; Brown, Jill &amp; Buchholtz, Ann (2017), Business &amp; Society: Ethics, Sustainability &amp; Stakeholder Management, 10th Edition, Cengage Learning, ISBN: 9781305959828</li> </ul> <p><b>Additional reading</b></p> <ul style="list-style-type: none"> <li>• Kerzner, Harold (2017), Project Management: A Systems Approach to Planning, Scheduling and Controlling, 12<sup>th</sup>, John Wiley &amp; Sons, ISBN: 978-1-119-16535-4.</li> <li>• Bovee, Courtland L. (2010), Business communication today, 10th, Prentice Hall, ISBN: 9780138155391.</li> <li>• Lenox M., Chatterji A. (2018) Can Business Save the Earth? Innovating our way to Sustainability, (e-book) Stanford Business Books, Academic Collection (EBSCOhost).</li> </ul> <p><b>Academic Articles</b></p> <ul style="list-style-type: none"> <li>• Anne Miroux ( April 2006), Transnational Corporations, New York and Geneva, UNCTAD/ITE/IIT/2006/1 (Vol. 15, No. 1) <a href="https://unctad.org/system/files/officialdocument/iteiit20061_en.pdf#page=49">https://unctad.org/system/files/officialdocument/iteiit20061_en.pdf#page=49</a></li> <li>• David J. Teece (2010), Business Models, Business Strategy and Innovation, Elsevier Long Range Planning 43, pp 172-194 <a href="https://mycourses.aalto.fi/pluginfile.php/151409/mod_resource/content/1/Reading%203%20Teece%202010%20Business%20Models%2C%20Business%20Strategy%20and%20Innovation.pdf">https://mycourses.aalto.fi/pluginfile.php/151409/mod_resource/content/1/Reading%203%20Teece%202010%20Business%20Models%2C%20Business%20Strategy%20and%20Innovation.pdf</a></li> <li>• Macbeth, J., Carson, D. and Northcote, J. (2004) Social Capital, Tourism and Regional Development: SPCC as a Basis for Innovation and Sustainability, Current Issues</li> </ul>

	<ul style="list-style-type: none"> <li>• in Tourism. Vol. 7, No. 6, Pp. 502-522 <a href="https://www.tandfonline.com/doi/abs/10.1080/1368350050408668200">https://www.tandfonline.com/doi/abs/10.1080/1368350050408668200</a></li> <li>• M. Isabella Leone &amp; Paola Belingheri (2017) The relevance of Innovation for Ethics, Responsibility and Sustainability. Industry and Innovation. Vol. 24, No. 5, Pp. 437-445. <a href="https://www.tandfonline.com/doi/full/10.1080/13662716.2017.1310036">https://www.tandfonline.com/doi/full/10.1080/13662716.2017.1310036</a></li> <li>• Fornes, G., Monfort, A., Ilie, C., Koo, C. K. and Cardoza, G. (2019) Ethics, Responsibility, and Sustainability in MBAs. Understanding the Motivations for the Incorporation of ERS in Less Traditional Markets, Sustainability. Vol. 11, Pp. 1-22. <a href="https://www.mdpi.com/2071-1050/11/24/7060">https://www.mdpi.com/2071-1050/11/24/7060</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class participation 10%</li> <li>▪ Assignments/Tests 20%</li> <li>▪ Mid-term exam 20%</li> <li>▪ Final exam 50%</li> </ul>
Language	English