

Course Title	Business Strategy and Policy			
Course Code	MGMT300			
Course Type	Theoretical			
Level	Higher Diploma			
Year / Semester	3 rd Year / 5 th Semester			
Teacher's Name	Yerocostas Costas			
ECTS	6	Lectures / week	3	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 completion of the course, students are expected to:</p> <ul style="list-style-type: none"> ▪ develop capacity to think strategically about a company, its business position and competitive advantage, and how to implement its best strategy. ▪ build skills to conduct strategic analysis in a variety of industries and competitive environments. ▪ understand the competitive challenge of global markets. ▪ acquaint with managerial ability to implement company strategies. ▪ integrate knowledge gained in earlier management courses to create harmonious companies. ▪ be sensitized to ethical principles, personal and company values, and socially responsible management practices. ▪ enhance ability to effectively communicate results of analyses as conclusions and recommendations. 			
Prerequisites	None	Required		
Course Content	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> ▪ Introduction to strategy & policy ▪ The Business Vision and Mission ▪ Creating Business Strategies ▪ Strategy Analysis and Choice, Lecture & Group Discussion ▪ Implementing Strategies: Management & Operations Issues ▪ Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues ▪ Strategy Review, Evaluation, and Control 			
Teaching Methodology	Course is delivered with lectures, presentations and discussions around case studies and presentations.			
Bibliography	<ul style="list-style-type: none"> • Campbell, David (2011) Business Strategy, 3rd, MacMillan Education, ISBN: 9780230218581 • Armstrong, Michael (2008) Strategic human resource management: A guide to action, Kogan page, ISBN: 978-0-7494-5375-6 			
Assessment	<ul style="list-style-type: none"> ▪ Attendance and Participation ▪ Assignment ▪ Intermediate Written Examination ▪ Final Written Examination 	<ul style="list-style-type: none"> 10% 10% 30% 50% 		
Language	English or Greek			