



Course Syllabus

Course Code	Course Title	ECTS Credits
BADM-475DL	Strategy and Business Policy	6
Prerequisites	Department	Semester
MGT-281DL, ECON-261DL, ECON-262DL	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Required	Business Administration	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Epaminondas Epaminonda	3 rd or 4 th
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

Course Objectives:

The main objectives of the course are to:

- Equip students with skills needed to analyze the business environment and, by considering organizations' internal characteristics, plan strategically for organizational success.
- Expose students to information and analytical techniques relating to the general management 'big picture', thereby providing a cross-functional and strategic perspective.
- Acquaint students with the importance of organization learning, knowledge and measurement as part of strategizing.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Analyze the external environment and its impact on organizations.
2. Assess the internal environment and strategic change issues facing an organization.
3. Demonstrate knowledge and understanding of the business environment and strategic considerations it raises.
4. Integrate knowledge from various business disciplines and apply this knowledge to the planning and managing of strategic business activities. (e.g. through case studies).
5. Apply theory, models, frameworks and decision-making tools to identify key issues and make recommendations based on findings.

6. Discuss the advantages and disadvantages of selecting and adopting various strategic options, which characterize the competitive business environment.

Course Content:

1. Introduction to Strategy
2. Vision, Mission
3. Strategies, Objectives, Tactics
4. The macro environment: PESTLE analysis
5. The industry environment: market considerations, competitor analysis
6. Internal analysis: Competitive advantage, organizational performance
7. Strategic analysis and choice: Types of Strategies, SWOT matrix, Strategy Matrix
8. Strategy implementation
9. Strategy review, evaluation and control (metrics, KPIs, CSFs, milestones and targets)
10. Business Ethics, Social Responsibility, Environmental Sustainability
11. Global/International Issues
12. Communities of Practice and Organisational Learning

Learning Activities and Teaching Methods:

Real-time online meetings and discussions (involving the lecturer and the students) through Webex, Directed and background reading, Case study analysis, Student-led online discussions (forums).

Assessment Methods:

Field Project (summative) and Weekly Formative tasks, Final Examination

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Exploring Strategy, 12 th Ed.	Richard Whittington, Patrick Regnér, Duncan Angwin, Gerry Johnson, Kevan Scholes	Pearson	2020	9781292282510

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Strategic Management: Concepts and Cases, 3 rd Ed.	Jeffrey H. Dyer, Paul Godfrey, Robert Jensen, David Bryce	Wiley	2020	1119563135
Strategic Management Awareness and Change	John Thompson, Jonathan Scott, Frank Martin	Cengage	2019	1473767423

Updated (custom-made) lecturer notes, topic overviews and case studies will be recommended to students along with publishers' material throughout the semester.