



Course Syllabus

Course Code	Course Title	ECTS Credits
THOM-450	Strategic Management	6
Prerequisites	Department	Semester
Senior	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Compulsory	Hospitality	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Leonidas Efthymiou	3 rd
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	N/A

Course Objectives:

The main objectives of the course are to:

- Help students evaluate the fundamental issues and techniques of strategy in a complex, globalised, automated and non-linear hospitality environment.
- Encourage an applied approach to strategy through formulating, implementing, evaluating and controlling strategic planning in hospitality business activities.
- Utilise external environment audit tools as well as internal analytical techniques at a cross-functional level of interconnectivity interdependence.

Learning Outcomes:

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

1. Analyse the external environment and its impact on the organization.
2. Assess the internal environment and strategic change issues facing an organization.
3. Develop, apply and justify a strategic management process in a hospitality organization.
4. Apply theory, models, frameworks and decision-making tools to identify key issues and make recommendations based on your findings.
5. Discuss the advantages and disadvantages of selecting and adopting various strategic options which characterize the competitive business environment.
6. Explore the importance of Leadership, Knowledge, Intelligence (including analytics), Intellectual Capital, Communities of Practice and other contemporary tools in the strategizing of hospitality organizations.

Course Content:

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| <ol style="list-style-type: none"> 1. Introduction to Strategic Management 2. Company Vision and Mission 3. Audit: External Environment 4. Audit: Internal Environment 5. Long-Term Objectives 6. Grand Strategies 7. Short-Term Strategies and SMART Goals 8. Global Strategy 9. Governance, Corporate Social Responsibility and Ethics 10. Strategic Control 11. Knowledge Management and Organizational Learning 12. Leadership and Culture |
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Learning Activities and Teaching Methods:

PowerPoint Lectures, Assignments, Practical Exercises, Student Presentations / Assignments
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Assessment Methods:

Students' PowerPoint Presentations, Assignments, Exercises, Fieldtrip, Mid-term Exam, Final Exam
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Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Strategic Management: Concepts and Cases	Dyer, J., Godfrey, P., Jensen, R. and Bryce, D.	Wiley	2016	978-0-470-93738-9

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Strategic Management for Tourism, Hospitality and	Evans,N.	Routledge	2015	978- 0415837248

Events (2 nd Ed.)				
Strategic Management (14 th Ed.)	Pearce, J. and Robinson, R.	McGraw-Hill Education	2014	978-0077862510
Lecturer Audiovisual Presentations	Audio-visual presentations can be found in each week's course material in the electronic platform.			

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- SPRINGER offers access to 18,000 eBook titles published by Springer.
- ELSEVIER offers access to 445 titles in specific areas.
- WILEY provides access to 690 Wiley eBook titles.