

Business Policy & Strategic Management

Course Title	Business Policy & Strategic Management									
Course Code	TMGT-420									
Course Type	This course serves as both Elective and Requirement, according to the program.									
	<table border="1"> <tr> <td>Business Bachelor</td> <td>Requirement</td> </tr> <tr> <td>Hospitality Bachelor</td> <td>Business Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Business Bachelor	Requirement	Hospitality Bachelor	Business Elective	All Programs	General Elective		
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All Programs	General Elective									
Level	Bachelor (1 st Cycle)									
Year / Semester	Year 4, B' Semester									
Teacher's Name	Dr. Michalis Anastasiou									
ECTS	6	Lectures / week	3	Laboratories / week						
Course Purpose and Objectives	The primary purpose of this course is to provide students with an understanding by which alternative entrepreneurial, competitive, and functional area approaches will be pursued in positioning the organization to financial, production and functional fields of management within a strategic management framework. It stresses the importance of basing management decisions on a strategic view of organizations'. Primarily taught by case method, with emphasis on the analysis of current management policy questions.									
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the framework, policies and importance of strategic management. 2. Acquire the knowledge and skills required to set the organizational goals, mission and planning. 3. Define the organizational environment and distinguish the internal from the external environment. 4. Examine Porter's model and its importance in the external organizational environment. 5. Perform and document SWOT and internal analysis. 6. Examine and Employ strategic formulation processes and strategic implementations techniques. 7. Identify the strategic management issues for a profit and a non-profit organisation. 									

Prerequisites	TMGT – 200 Introduction to Management	Required	Junior
Course Content	<p>Policy and strategy</p> <ol style="list-style-type: none"> 1. Policy and strategy defined 2. Strategic Policy 3. The Strategic Management Model <p>Organizational goal setting, mission and planning</p> <ol style="list-style-type: none"> 1. The nature of organizational goals 2. Organizational mission, vision <p>The organizational environment</p> <ol style="list-style-type: none"> 1. The external environment 2. The internal environment 3. SWOT analysis <p>Scanning the external environment</p> <ol style="list-style-type: none"> 1. Industry and competitor analysis 2. Porter's five competitive forces model 3. Analyzing the intensity of competition in the organization's environment <p>Internal analysis</p> <ol style="list-style-type: none"> 1. Discovering core competencies and capabilities 2. Value chain analysis 3. Examining financial strengths and weaknesses <p>Strategy formulation</p> <ol style="list-style-type: none"> 1. Corporate, business and functional level strategies 2. Generic strategies 3. Vertical integration and diversification <p>Strategy implementation</p> <ol style="list-style-type: none"> 1. Managing and organizing organizational structure 2. Analyzing and managing organizational culture 3. Selecting an implementation approach <p>Strategic management Issues</p> <ol style="list-style-type: none"> 1. Strategic managers in the world market place 2. Strategic management for non - profit organizations 		
Teaching Methodology	The course is delivered through lectures, exercises, case studies and group discussions.		
Mode of delivery	Face to face.		

Bibliography	Required								
	<p>1. Yukl G., (2010), <i>Leadership in Organizations</i>, (7th ed.), Pearson Prentice-Hall, 2010.</p>								
	Recommended								
	<p>1. Pierce J. L. & Newstrom J. W.,(2008), <i>Leader and the Leadership process</i>,(5th ed.), McGraw Hill. 2. Kouzes J. M. & Posne B. Z.(2007), <i>The Leadership Challenge</i>, (4th ed.), John Wiley.</p>								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="background-color: #e0e0e0;">30 – 50 %</td> <td style="background-color: #e0e0e0;">Final Exam</td> </tr> <tr> <td style="background-color: #e0e0e0;">20 – 40 %</td> <td style="background-color: #e0e0e0;">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td style="background-color: #e0e0e0;">10 – 30 %</td> <td style="background-color: #e0e0e0;">Assignments / Projects</td> </tr> <tr> <td style="background-color: #e0e0e0;">0 – 10 %</td> <td style="background-color: #e0e0e0;">Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English								