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| **Course Title** | Business Policy & Strategic Innovation | | | | | | |
| **Course Code** | TMBA – 170 | | | | | | |
| **Course Type** | This course serves as both Elective and Requirement, according to the program.   |  |  | | --- | --- | | All Programs | Business Requirement | | | | | | | |
| **Level** | Master (2nd Cycle) | | | | | | |
| **Year/Semester** | Year 1, A’ or B’ or C’ Semester | | | | | | |
| **Teacher’s Name** | Dr Panicos Costanti / Dr Nicos Anastasiou | | | | | | |
| **ECTS** | 6 | **Lectures/weeks** | 3 | | **Laboratories/weeks** | |  |
| **Course Purpose and Objectives** | This course provides a comprehensive and holistic view of business strategy and innovation through structures, systems and people. Students will deepen their cognitive competencies in strategy formulation, competition and environmental analysis and innovation. The course concentrates on strategy implementation, in order to innovate, develop businesses and sustain an organizational competitive advantage. Students will use concepts and techniques of strategic analysis and thinking, strategic actions/choices, teamwork, leadership, and strategy implementation. The course builds on concepts, and theories from other functional courses such as accounting, economics, finance, marketing, organizational behaviour, and decision-making tools.  Students are expected to:   * Understand the concepts and techniques of strategic analysis, strategy process and the content of business and corporate strategy * Evaluate organizational application of different strategic concepts and tools * Comprehend strategic management by gaining an intellectual appreciation and understanding of the differing schools of strategic thought * Formulate a strategic plan that operationalizes the goals and objectives of the firm * Analyse current and desired strategic positioning in order to respond to market demands * Implement a strategic plan that takes into account the functional areas of business to achieve organizational goals * Understand the ethical dimensions of the strategic management process | | | | | | |
| **Learning Outcomes** | Upon completion of this course students will be able to:   1. Recognize the impact of innovation on corporate strategy and throughout the corporation. 2. Formulate and apply appropriate models and tools to exploit opportunities, make decisions and solve problems in ways that lead a firm toward market advantages. 3. Understand the sensitivity to the unique ethical issues that arise in forming and implementing strategy. 4. Analyse and evaluate a firm’s strategic choices in the context of its industry and the larger environment. 5. Integrate cross-functional concepts to the solution of complex strategic management problems. 6. Identify likely competitive responses to strategic decisions. 7. Analyse globalization and innovation strategies and opportunities as well as problems and opportunities associated with mergers and acquisitions 8. Examine concepts and skills necessary for successful strategy formulation and implementation. | | | | | | |
| **Prerequisites** | None | | | **Required** | | None | |
| **Course Content** | 1. Basic Concepts of Strategic Management 2. Corporate Governance / Social Responsibility and Ethics in Strategic Management 3. Environmental Scanning and Industry Analysis 4. Organizational Analysis and Competitive Advantage 5. Strategic Innovation / Blue ocean strategy 6. Strategy Formulation: Business Strategy / Corporate Strategy 7. Functional Strategy and Strategic Choice 8. Strategy Implementation: Global Strategy / Organizing and Structure / Staffing and Directing 9. Strategy Evaluation and Control 10. Case-Study Analysis | | | | | | |
| **Teaching Methodology** | Faculty members select one or a combination (according to thematic area and expected learning outcomes) of the following teaching methods in order to achieve the learning outcomes of the course: lectures, workshops, seminars, individual or group case-studies and exercises, debates, demonstrations and discussion, educational visits, digital learning, flip learning method, coaching-mentoring, project-based learning method, work-based learning method, presentations by visitors etc. | | | | | | |
| **Mode of delivery** | Face to face. | | | | | | |
| **Bibliography** | **Required** | | | | | | |
| Wheelen, L. T., Hunger, D. J., Hoffman, N. A. and Bamford, E. C. (2017). Strategic Management and Business Policy: Globalization, Innovation and Sustainability; 15th Edition; Pearson; ISBN-13: 9781292236254  Thompson, A., Peteraf, M., Gamble, J. and Strickland, A. (2020). Crafting & Executing Strategy: Concepts; 22nd Edition; McGraw Hill. ISBN13: 9781260075106. | | | | | | |
| **Recommended** | | | | | | |
| Dess, G. (2018). Strategic Management: Text and Cases; 9th Edition; McGrawiHill;  ISBN-13: 978-1259813955  Dawson, P. and Andriopoulos, C. (2017). Managing Change, Creativity and Innovation 3rd Edition; SAGE Publications Ltd; ISBN-13: 978-1473964273  Kim, C. W and Mauborgne, R. (2015). Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant; Harvard Business Review Press; ISBN-13: 978-1625274496 | | | | | | |
| **Assessment** | The following assessment methods are employed to assess this course:   |  |  | | --- | --- | | 30 – 50 % | Final Exam | | 20 – 40 % | Mid –Term / Tests / Quizzes | | 10 – 30 % | Assignments / Projects | | 0 – 10 % | Class Attendance & Participation | | | | | | | |
| **Language** | English | | | | | | |