

## SUBJECT OUTLINE

### 1. GENERAL

<b>FACULTY</b>	BUSINESS & ECONOMICS		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>LEVEL</b>	UNDERGRADUATE		
<b>CODE</b>	602-en	<b>SEMESTER</b>	3 <sup>o</sup>
<b>TITLE</b>	Business Strategy		
<b>MODULES</b>		<b>WEEKLY LECTURES</b>	<b>ECTS</b>
	<b>Lectures</b>	3	6
	<b>Excercises/ workshops</b>	2	
<b>Subject Type</b>	Specialty Infrastructure		
<b>PREREQUISITE</b>	No		
<b>Language of Lectures</b>	English		
<b>Language of Exams</b>	English, Italian or Greek		
<b>ERASMUS Students</b>	Welcome		
<b>Subject Info on the web (URL)</b>	<a href="http://www.busedu/en/strategy-en/index.html">http://www.busedu/en/strategy-en/index.html</a>		

### 2. LEARNING OUTCOMES

<p><b><u>The subject aims to provide the students with knowledge about:</u></b></p> <ul style="list-style-type: none"> <li>•The appropriate strategic planning company organs</li> <li>•The secrecy of the strategic plans</li> <li>•The necessity of independence of the company strategy from it's products and – or services</li> <li>•The investment alternatives</li> <li>•The differences between Strategies, Tactics, policies and the public image of the enterprise</li> </ul> <p><b><u>On successful completion of the module, students will be able to:</u></b></p> <ul style="list-style-type: none"> <li>•Provide the investors with reports concerning the competitive position of enterprises</li> <li>•Write business proposals on behalf of the investors, based on the known strategic models</li> <li>•Write reports about the “strategic units” of an enterprise and propose a methodology of assessment and valorization</li> <li>•Compose a comprehensive strategic plan, reflecting the expectations of the investors</li> <li>•Write reports of assessment of the evolution of group investment initiatives (mergers, acquisitions, dissolution, expansions, shrinks etc)</li> </ul>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• <i>Search for, analysis and synthesis of data and information, using technology tools</i></li> <li>• <i>Adaptation to new conditions</i></li> <li>• <i>Respect of differences and multicultural nature</i></li> <li>• <i>Respect of the natural environment</i></li> <li>• <i>Demonstration of social, professional and moral responsibility and sensibility with a sexual orientation</i></li> <li>• <i>Exercise criticism and self-criticism</i></li> <li>• <i>Promotion of free, creative and progressive thinking</i></li> <li>• <i>Team work</i></li> </ul>

### 3. CONTENT

#### LECTURES

- INTRODUCTION, concept and history of Strategy
- Strategy under an epistemology view point, Correlation of Strategy with other forms of planning
- Strategy and Marketing
- Responsibility and Secrecy
- Risk Assessment
- Strategic Planning Techniques – Subjects of Strategic Planning
- Strategic Alternatives
- The Ansoff model
- The Boston Consulting Group model
- The Venture Capitalists common model
- Strategic Units
- Strategic Enterprise Values
- Limits of Strategic Planning

#### EXERCISES

- Recognition of the Strategic content of a business case
- Assessment of external risks – the TYRAS case
- Assessment of internal risks – the carpenter case
- Assessment of Administrative risks – the case of essence oils
- Recruitment Strategy – the case of DIDACTIC
- Differentiation Strategy – the case of processed Olives
- Acquisition of similar company – Sugar Factory Case
- Sell out Strategy - the case of a Supermarket Chain (Havale)
- Clustering Strategy – the ELOMAS case
- Abandonment of a group strategy – the case of RANTOS
- Expansion Strategy – the case of DROMEAS
- Strategic Planning Limits – The TROFIN case
- Profit / Loss planning – the SPIN-OFF case

### 4. Teaching and Learning Methods – Evaluation and Examination

<b>TEACHING METHOD</b>	<ul style="list-style-type: none"> <li>• Lectures</li> </ul>	
<b>USE of ICT</b>	<ul style="list-style-type: none"> <li>• e-mail</li> <li>• Recorded Lectures</li> </ul>	
	<b>Activity</b>	<b>Work load</b>
	Lectures	26
	Exercises	26
	Laboratory	
	Paper writing	
	project	20
	<i>Bibliography overview</i>	10
	Training Visit	
	Seminar	
	Home	43
	<b>Total</b>	<b>125</b>
<b>ASSESSMENT</b>	<b>I. WRITTEN EXAMINATION (60%)</b> Using: The elaboration of a new case study, expecting the students to categorize strategic decisions, analyze an enterprise under one of the most common tools (SWOT, VRIO, PEST, BEST etc) and propose a new (different than the one in the	

	<p>case study) strategy.</p> <p><b>II. Team-work project presentation (30%)</b></p> <ul style="list-style-type: none"> <li>– Analyze an existing enterprise, under the hypothesis of going European.</li> <li>– Compose a Strategic Plan for an SME, offering consulting services, on European Level.</li> <li>– Write and present a proposal for closing down an existing enterprise.</li> </ul> <p><b>III. Participation in the composition of Working Paper, among the already elaborated (10%)</b></p> <p>The criteria of assessment will be announced at the appropriate web page.</p>
--	---

## 5. Suggested Bibliography

### TEXT BOOKS

- [www.Bookboon.com](http://www.Bookboon.com)

### JOURNALS

[http://www.econ.upf.edu/~lemenestrel/IMG/pdf/2\\_teece\\_on\\_bmi.pdf](http://www.econ.upf.edu/~lemenestrel/IMG/pdf/2_teece_on_bmi.pdf)

- [http://www.hajarian.com/company/IDBM\\_book\\_vol2.pdf#page=76](http://www.hajarian.com/company/IDBM_book_vol2.pdf#page=76)
- <http://www.jstor.org/discover/10.2307/255954?uid=3738128&uid=2&uid=4&sid=21104431042567>

### Web Sites:

[http://en.wikibooks.org/wiki/Business\\_Strategy](http://en.wikibooks.org/wiki/Business_Strategy)