



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	MNG160	SEMESTER	5 th
COURSE TITLE	Strategic Management and Analysis		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	0	5	
COURSE CATEGORY	General Background		
COURSE TYPE	Compulsory		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1206/		
ECLASS	https://opencourses.ionio.gr/courses/DT0158/		

2. TEACHING RESULTS

Teaching Results
Upon successful completion of the course, the student will be able to: understand the basic concepts and parameters and the importance of business strategy and policy recognize and analyze the parameters of the company's internal and external environment that influence the formation of its strategy. set strategic goals and choose the means and procedures for their effective achievement to develop and implement the Balanced Scorecard in business to apply swot analysis and plan strategies to design strategies for businesses using modern business management techniques
General Skills

3. CONTENT

"Strategic management", as a more general framework of principles and methods that determine the process of making strategic decisions, has been in the forefront of the academic community and businesses for the last two decades. The reasons why this is happening have to do with both the undoubtedly significant changes in the global economic environment and the rearrangements in the internal business environment. The aim of this course is to teach strategic management tools for the strategic planning of businesses.
Week 1 Introduction to Strategic Management
Week 2 Internal-External Business Environment Analysis
Week 3



SWOT Analysis and Strategy Planning

Week 4

Pest analysis

Week 5

Balanced Score Card

Week 6

Strategic Business Planning Using Multicriteria Analysis Techniques

Week 7

Strategic Business Planning Using Simulation Techniques

Week 8

Business Process Reengineering Using Process Mining Techniques

Week 9

International Strategy

Week 10

Corporate Governance

Week 11

Decision Support Systems

Week 12

Corporate Culture and Leadership

Week 13

Strategy and MIS

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD									
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	<p>Use of ICT in teaching</p> <p>Learning support through the electronic platform e-class</p> <p>Use of ICT to communicate with students</p>								
TEACHING STRUCTURE	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Literature Study and Analysis</td> <td>73</td> </tr> <tr> <td>Course Total (ECTS: 5)</td> <td>125</td> </tr> </table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	Course Total (ECTS: 5)	125
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Lectures	52								
Literature Study and Analysis	73								
Course Total (ECTS: 5)	125								
EVALUATION OF STUDENTS	<p>Written examination</p> <ul style="list-style-type: none"> • Problem solving • Short answer questions • Multiple choice questions 								



The evaluation criteria are made known to the students at the beginning of the course.

5. BIBLIOGRAPHY

- A.Thompson Jr, Margaret A. Peteraf, John E. Gamble, Dr. A. J. (Lonnie) Strickland. Crafting and Executing Strategy, Utopia Editions, 2018