

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES		
<b>DEPARTMENT</b>	ACCOUNTING & FINANCE		
<b>LEVEL OF STUDY</b>	POSTGRADUATE		
<b>COURSE UNIT CODE</b>		<b>SEMESTER OF STUDY</b>	2 <sup>nd</sup>
<b>COURSE TITLE</b>	<b>STRATEGIC PLANNING</b>		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS</b>
Theory		3	7.5
<b>COURSE UNIT TYPE</b>	Optional Course		
<b>PREREQUISITES :</b>			
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	Greek		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	No		
<b>MODULE WEB PAGE (URL)</b>	<a href="https://moodle.uniwa.gr/course/view.php?id=2658">https://moodle.uniwa.gr/course/view.php?id=2658</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>The aim of the course is to provide knowledge to the postgraduate students regarding the main parameters and steps of strategic planning. It is also intended their familiarization with the basic analysis tools of the complex environment as it is being shaped in the period of the 4th industrial revolution that we are going through. The connection of the theoretical background with the good practices from the international and national level could be consider as one of the most important challenges of the course. Special emphasis is given to public administration organizations by presenting case studies and comparative analysis of good practices, carried out during the semester. Furthermore, various important topics and key variables are analyzed such as the dimension of the external and internal environment of the organizations, the importance of the value chain, the design and creation of modern business models in a wider context as determined by the principles of sustainability, in which the organizations should align their strategies. Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• recognize the main parameters of strategic planning, taking into account the contemporary relevant theoretical background. Particular emphasis is placed on public sector organizations and their strategies. •</li> <li>• apply the basic theories and tools of planning, in the context of the modern challenges and requirements</li> <li>• Gain the ability to synthesize and evaluate effective strategies, through the study and comparative analysis of good strategic planning practices, from the national and international arena.</li> </ul>
<b>General Skills</b>

- *Individual Assignments*
- *Team Assignments*
- *Adapting to new tasks*
- *Decision Making*
- *Promoting free, creative and inductive thinking*

### 3. COURSE CONTENTS

The course outline is as follows:

- The contemporary environment of organizations: Technology and Sustainability
- The framework of Public Administration organizations
- Introduction to the concepts of Strategic Planning
- Analysis of Organizations' External Environment: Theoretical background and methodology
- Analysis of Organizations' Internal Environment:
- Main Tools of Strategic Planning: PESTLE, SWOT, GANTT
- Value Chain and Business Models
- Formulating Strategies at Corporate Level
- Strategy and Global Environment
- Case Study in the Greek Public Administration

### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	Face to face for 65% of lectures Distance learning for 35% of lectures	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	I. Use of projector for the presentation of lectures (in PowerPoint and PDF) II. Teaching material can be found in moodle platform of program as well as all the supportive documents III. Regular communication with postgraduate students via emails and by using of both the Ms Teams synchronous education platform and the Moodle asynchronous education platform.	
<b>TEACHING METHODS</b>	<b><i>Method description</i></b>	<b><i>Semester Workload</i></b>
	1. Lectures	39
	2. Individual Assignment	-
	3. Guest Lecture Seminars	-
	4. Group Assignments	30
	5. Individual study	<b>118,5</b>
	<b><i>Total workload</i></b>	<b>187,5</b>
<b>ASSESSMENT METHODS</b>	Final Exam Test containing: <ul style="list-style-type: none"> <li>– Multiple Choices Quizzes</li> <li>– Development Questions</li> </ul> The final grade results from the written final exam (70%) Writing and presentation of assignment (group work 30%) The final grade must be at least five. The evaluation criteria are accessible to students in the website of the Program.	

### 5. ATTACHED BIBLIOGRAPHY

- Hill Ch., Schilling M., Jones G. (2018 ), Στρατηγικό Μάνατζμεντ-μια Ολοκληρωμένη Προσέγγιση -Θεωρία και Μελέτες Περίπτωσης, Broken Hill Publishers ltd
- Rothaermel F. (2017), Στρατηγικό Μάνατζμεντ, Rosili Εμπορική - Εκδοτική Μ.ΕΠΕ.
- Παπαδάκης Β. (2016) Στρατηγική των Επιχειρήσεων Τόμος Α΄, Ευγενία Αστ. Μπένου
- Γεωργόπουλος, Ν., (2013), Στρατηγικό Μάνατζμεντ, Γ΄ Έκδοση, Εκδόσεις Γ. Μπένου
- Bryson, J.M. (1995). Strategic planning for public and non-profit organizations: A guide to strengthening and sustaining organizational achievement. San Francisco: Jossey-Bass.
- Bryson, J.M. (2004). Strategic planning for public and non-profit organizations. San Francisco: Jossey-Bass

Electronic notes are also available to students in the asynchronous education platform Moodle.

*Related Scientific Journals:*

- Strategic Management Journal
- International Journal of Strategic Management
- Strategic Management
- Strategic Entrepreneurship Journal