

Business Policy And Strategy

Course Outline

Academic Semester: 2025/26

1. General

School	School of Finance and Statistics		
Academic Unit	Department of Banking and Financial Management		
Level of Studies	Undergraduate		
Course Code	XPOΔE03		
Semester	5th or 7th		
Course Title	Business Policy And Strategy		
Independent Teaching Activities	Weekly Teaching Hours	Credits	
Lectures	4	7,5	
Course Type	Elective course (General knowledge in Business Administration)		
Prerequisite Courses			
Language of Instruction and Examinations	Greek		
Is the course offered to Erasmus Students?	Yes		
Url (Eclass)	https://eclass.unipi.gr/courses/XTD122/		

2. Learning Outcomes

Learning Outcomes

The course is about the strategic management planning of firms aiming to convey to the students a holistic way of strategic thinking which is needed in the contemporary world of corporations in their struggle to develop and sustain a competitive advantage.

The students after the successful completion of the course should have developed **knowledge** of the:

- Concept of strategic planning and its necessity for corporations' survival and sustainable growth satisfying the interests of all stakeholder groups.
- Various forms of strategic analyses of the environment of corporations (e.g. PEST Analysis, 5 Forces' Model of Porter, Value Chain Analysis, BCG & McKinsey Matrix, SWOT Analysis, MOST Analysis, e.tc.) which are applied to assess the suitability of strategies both at a company's level (competitive strategies) as well as at the corporate level, i.e. organisation as a whole (corporate strategies).
- Various types of competitive strategies according to Porter (low cost, differentiation, focus and hybrid strategies) aiming to achieve a competitive advantage accordingly.
- Various kinds of corporate strategy distinguishing mainly between growth strategies (e.g. organic growth vs. external via mergers and acquisitions) and turnaround strategies for ailing companies who face problems of survival.
- Various types of organizational structure and its interdependence with strategy.
- Also, it is expected that students will attain **skills** with respect to :
 - collection and analysis of quantitative as well as qualitative data with a critical and way of thinking
 - synthesis of conclusions by using knowledge which has been attained in other scientific fields, e.g, Finance and Economics
 - professional presentation of projects in PowerPoint at public

- decision making under changing conditions in the environment of firms

Furthermore, it is expected that the students, in order to respond to the cognitive requirements of the course, should develop the **abilities** of:

- entrepreneurial way of thinking
- strategic way of thinking and holistic approach in conceiving the reality in a contemporary organization and its environment
- team work
- time management and
- professionalism regarding their obligations (e.g. keeping deadlines, efficient completion of a project and presentation, e.tc.)

General Competences

- Search for, analysis and synthesis of data and information by the use of appropriate technologies
- Agility to adapt into new situations
- Individual and teamwork
- Decision making
- Critical thinking
- Project planning and management

3. Syllabus

1. Introduction – Basic concepts of strategy and definitions
2. Analysis of the external environment (PEST Analysis, 5 Forces' Model of Porter)
3. Analysis of the internal environment (Theory of Resources and Competences, Value Chain Analysis)
4. Implementation of Strategy by the Rational Model (SWOT Analysis)
5. The theory of Strategic Intent
6. Mission statements
7. The role of Matrix Based Techniques in Strategic Decision Making (BCG & McKinsey Matrices)
8. Strategy at a Business Level (Low cost, Differentiation, Focus, Hybrid, Strategic Clock, Strategies during recession-Hidden Champions)
9. Strategy at a Corporate Level (Stability, Growth and Turnaround Strategies)
10. The relationship between Organisational Structure and Strategy

4. Teaching and Learning Methods - Evaluation

Delivery	Face to face, in-class lecturing
Use of Information and Communications Technology	Use of the electronic platform (e-class) of the University of Piraeus for uploading supporting material (PowerPoint slides of the instructor, case studies, e.tc.) related with the course and for having contact with the students (e.g. announcements of the instructor, e.tc.)

	Activity	Semester Workload
Teaching Methods	Lectures	40
	Independent Study	55
	Small case studies for class discussion	12
	Preparation for delivery to the instructor and class discussion of the small case studies	30,5
	Mandatory written essay (strategic analysis project)	50
	Course Total	187,5

Language : Greek

Assessment method:

Student Performance Evaluation

- 50% final written examination
- 50% mandatory written essay (personal or team project) concerning the strategic analysis of a firm which is presented in class by the students' team in PowerPoint slides

5. Attached Bibliography

Suggested Bibliography

A. Basic and recommended textbook

- **Παπαδάκης, B.M. (2016).** Στρατηγική των Επιχειρήσεων : Ελληνική & Διεθνής

Εμπειρία, Τόμος Α : Θεωρία, 7^η έκδοση, Αθήνα, Εκδόσεις Ε.Μπένου

B. Optional

- **Παπαδάκης, B.M. (2011).** Στρατηγική των Επιχειρήσεων : Ελληνική & Διεθνής Εμπειρία, Τόμος Β : Ασκήσεις –Μελέτες Περιπτώσεων, 4^η έκδοση, Αθήνα, Εκδόσεις Ε.Μπένου.
- **Barney, J.B. and Hesterly, W.S. (2006).** Strategic Management and Competitive Advantage. Concepts and Cases. Pearson Education, Inc. New Jersey.
- **Johnson, G., Scholes, K. and Whittington, R. (2005).** Exploring Text and Cases, 7th edition, London, Pearson Education Limited.
- **Thompson, A. and Strickland, A.J. (2001).** Strategic Management. Concepts and Cases. 12th edition, Singapore, McGraw-Hill International Edition.
- **Grant, R.M. (1998).** Contemporary Strategy Analysis, 3rd edition, Blackwell

Related Academic Journals

- Strategic Management Journal
- British Journal of Management