

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	Agricultural Sciences		
<b>ACADEMIC UNIT</b>	BIOSYSTEMS& AGRICULTURAL ENGINEERING		
<b>LEVEL OF STUDIES</b>	Undergraduate		
<b>COURSE CODE</b>	BAE 906	<b>SEMESTER</b>	9 <sup>th</sup>
<b>COURSE TITLE</b>	Strategic Planning of Food and Agriculture Businesses		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
<b>Lectures</b>		3	
<b>Tutorials</b>		2	
Laboratory		0	
<b>TOTAL</b>		<b>5</b>	<b>5</b>
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	Specialised general knowledge, Skills Development		
<b>PREREQUISITE COURSES:</b>	There are no prerequisite courses.		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek .-For Erasmus students in English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	Yes		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.upatras.gr/courses/">https://eclass.upatras.gr/courses/</a>		

### 2. LEARNING OUTCOMES

<p><b>Learning outcomes</b></p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Identify the importance of strategic management in achieving a company's future business goals.</li> <li>• Think strategically about a business, its current position, long-term direction, resources and competitive capabilities, and ways to achieve sustainable competitive advantage.</li> <li>• To strategically analyze various sectors of economic activity, competitive conditions and competitive challenges in the global environment.</li> <li>• Apply strategic management techniques to make decisions between strategic options.</li> <li>• To evaluate alternative strategic options based on the data they have collected.</li> <li>• To understand the process of drawing up and executing a company's strategy</li> <li>• To document the importance of strategic management through specific examples (case studies).</li> </ul>
<b>General Competences</b>

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment	.....
Production of new research ideas	Others...
	.....

At the end of this course the student will have further developed the following general skills:  
*Search, analysis and synthesis of data and information, also using the necessary technologies*  
*Adaptation to new situations*  
*Decision making*  
*Autonomous work*  
*Teamwork*  
*Generating new research ideas*  
*Respect for the natural environment*  
*Exercise criticism and self-criticism*  
*Promotion of free, creative and inductive thinking*

### 3. SYLLABUS

The course includes the following modules for study:

2. Introduction - Basic concepts of strategy
3. External Environment Analysis
4. Internal Environment Analysis
5. Creation of Competitive Advantage
6. Implementation of the strategy
7. Performance management
8. Strategy and innovation
9. Change management
10. Digital business strategy
11. Evaluation of strategies
12. Special strategic issues
13. Case studies

### 4. TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face deliveries.	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> <li>• Use of ICT (power point) in Teaching</li> <li>• Use of ICT (power point) in Laboratory Training</li> <li>• Video presentation</li> <li>• Use of ICT in Communication with students (Learning process support through the electronic platform e-class).</li> </ul>	
<b>TEACHING METHODS</b>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	39
	Tutorials	26

<p><i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non directed study according to the principles of the ECTS</i></p>	Study and literature survey	20
	Exams	10
	Unguided study	30
	Course total	<b>125</b>
<p><b>STUDENT PERFORMANCE EVALUATION</b></p> <p><i>Description of the evaluation procedure Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p> <p>1</p>	<p>1. The main assessment criteria focus on understanding and correlating the knowledge that students gain from the course with knowledge from other courses.</p> <p>The evaluation is continuous and dynamic. It mainly includes short project work, solving problems or answering open questions. Exams are conducted orally or in writing or a combination of the two, with or without pre-examination of the key topics of the course, with or without progressions and by other inventive methods, depending on the dynamics and the needs of the audience</p>	

##### 5. RECOMMENDED LITERATURE in Greek

<p>1. • ROBERT M. GRANT, JUDITH JORDAN, Βασικές Αρχές Επιχειρηματικής Στρατηγικής (2 η Αμερικανική/2016), Εκδόσεις Κλειδάριθμος ΕΠΕ</p> <p>• A.Thompson Jr, Margaret A. Peteraf, John E. Gamble, Dr. A. J. (Lonnie) Strickland, Σχεδιασμός και Υλοποίηση Στρατηγικής των Επιχειρήσεων, 2η Ελληνική-20η Αμερικανική/2016, Εκδόσεις ΥΤΟΡΙΑ ΕΚΔΟΣΕΙΣ Μ. ΕΠΕ.</p> <p>• Hill W.L. Charles, Schilling A. Melissa, Jones R. Gareth, Στρατηγικό Μάνατζμεντ-Μια Ολοκληρωμένη Προσέγγιση-Θεωρία και Μελέτες Περίπτωσης (2018), Εκδόσεις : BROKEN HILL PUBLISHERS LTD</p>
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- Frank T. Rothaermel, Ιωάννης Γιωτόπουλος, Αλίνα Χυζ, Στρατηγικό Μάνατζμεντ (2017), Εκδόσεις Rosili