

## COURSE OUTLINE

### 1. GENERAL

|   |  |                 |                                    |
|---|--|-----------------|------------------------------------|
| <b>SCHOOL</b>   | Agricultural Sciences                                      |                 |                                    |
| <b>ACADEMIC UNIT</b>  | Agriculture  |                 |                                    |
| <b>LEVEL OF STUDIES</b>   | Undergraduate  |                 |                                    |
| <b>COURSE CODE</b>  | AGRI_EX16  | <b>SEMESTER</b> | 7 <sup>th</sup> or 9 <sup>th</sup> |
| <b>COURSE TITLE</b>   | Strategic Planning for the Food and Agriculture Businesses |                 |                                    |
| <b>INDEPENDENT TEACHING ACTIVITIES</b><br><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>   | 2  |                 |                                    |
| Tutorials   | 2  |                 |                                    |
| <b>Laboratory</b>   | 0  |                 |                                    |
| <b>TOTAL</b>  | <b>4</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><br><i>general background, special background, specialised general knowledge, skills development</i>  | General knowledge  |                 |                                    |
| <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>   |  |                 |                                    |

### 2. LEARNING OUTCOMES

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| <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.</i></p> <p><i>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 this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Identify the importance of strategy to achieve a company's future business goals.</li> <li>• Think strategically about a company, its current position, its long-term direction, its resources and competitiveness, as well as ways to gain sustainable competitive advantage.</li> <li>• Strategically analyze different sectors of economic activity, competition conditions and competitive challenges in the global environment.</li> <li>• Apply strategic management techniques to make strategic decisions.</li> <li>• Evaluate alternative strategic options based on data.</li> <li>• Understand the process of drawing up and executing a business strategy</li> <li>• To document the importance of strategic management through specific examples (case studies).</li> </ul> |
| <p><b>General Competences</b></p> <p><i>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?</i></p>   |

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| <i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i><br><i>Adapting to new situations</i><br><i>Decision-making</i><br><i>Working independently</i><br><i>Team work</i><br><i>Working in an international environment</i><br><i>Working in an interdisciplinary environment</i><br><i>Production of new research ideas</i>  | <i>Project planning and management</i><br><i>Respect for difference and multiculturalism</i><br><i>Respect for the natural environment</i><br><i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i><br><i>Criticism and self-criticism</i><br><i>Production of free, creative and inductive thinking</i><br>.....<br><i>Others...</i><br>..... |
| <p>In general, upon completion of this course the student will have further developed the following general skills (from the list above):</p> <p><i>Search, analysis and synthesis of data and information, using the necessary technologies</i></p> <p><i>Adaptation to new situations</i></p> <p><i>Decision making</i></p> <p><i>Autonomous work</i></p> <p><i>Teamwork</i></p> <p><i>Respect for the natural environment</i></p> <p><i>Exercise criticism and self-criticism</i></p> |  |

### 3. SYLLABUS

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| <ol style="list-style-type: none"> <li>1. Introduction - Basic concepts of strategy</li> <li>2. External Environment Analysis</li> <li>3. Internal Environment Analysis</li> <li>4. Creating a Competitive Advantage</li> <li>5. Strategy Implementation</li> <li>6. Performance management</li> <li>7. Strategy and innovation</li> <li>8. Change management</li> <li>9. Digital business strategy</li> <li>10. Evaluation of strategies</li> <li>11. Contemporary issues of strategy</li> <li>12. Special strategic issues</li> <li>13. Case studies</li> </ol> |
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### 4. TEACHING and LEARNING METHODS - EVALUATION

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| <b>DELIVERY</b>  | Face to face lectures in the classroom and laboratory  |                          |
| <i>Face-to-face, Distance learning, etc.</i>   |  |                          |
| <b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>  | <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>• Use of ICT in Communication with students (Learning process support through the electronic platform e-class).</li> </ul> |                          |
| <b>TEACHING METHODS</b>  | <i>Activity</i>  | <i>Semester workload</i> |
| <i>The manner and methods of teaching are described in detail.</i><br><i>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.</i><br><i>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> | Lectures   | 26                       |
|  | Tutorials  | 26                       |
|  | Writing short reports of laboratory exercises  | 13                       |
|  | Final Exams  | 3                        |
|  | Study hours and preparation for the laboratory exercises and the final examination   | 57                       |
|  | Course total   | <b>125</b>               |
| <b>STUDENT PERFORMANCE EVALUATION</b>  | 1. The laboratories participate by 30% in the final grade. In order to be examined in theory, the student must have completed all the laboratories and have been successfully examined in them.  |                          |
| <i>Description of the evaluation procedure</i><br><i>Language of evaluation, methods of</i>  |  |                          |

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| <p><i>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</i><br/> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p> | <p>2. The main assessment criteria focus on understanding and correlating the knowledge that students gain from the course with other knowledge. Particular emphasis is placed on whether they have developed the ability to apply this knowledge to crop selection and to assess the impact of these changes on the environment. Emphasis is also placed on demonstrating critical ability and justifying the choices they make in each problem.</p> <p>3. Evaluation is dynamic. It mainly involves problem solving. is done orally or in writing or with a combination of the two, with or without pre-examination on the basic principles of the course, with or without exculpatory advances and with other test or inventive methods, depending on the composition of the dynamics and the needs of the audience.</p> <p>4. The above are done in the Greek language. For foreign language students (eg Erasmus students) conducted in English</p> |
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## 5. RECOMMENDED LITERATURE

### *Suggested bibliography:*

- ROBERT M. GRANT, JUDITH JORDAN, Βασικές Αρχές Επιχειρηματικής Στρατηγικής (2 η Αμερικανική/2016), Εκδόσεις Κλειδάριθμος ΕΠΕ
- A.Thompson Jr, Margaret A. Peteraf, John E. Gamble, Dr. A. J. (Lonnie) Strickland, Σχεδιασμός και Υλοποίηση Στρατηγικής των Επιχειρήσεων, 2η Ελληνική-20<sup>η</sup> Αμερικανική/2016, Εκδόσεις ΥΤΟΡΙΑ ΕΚΔΟΣΕΙΣ Μ. ΕΠΕ.
- 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
- Frank T. Rothaermel, Ιωάννης Γιωτόπουλος, Αλίνα Χυζ, Στρατηγικό Μάνατζμεντ (2017), Εκδόσεις Rosili

### *-Complementary bibliography:*

- Johnson Gerry, Scholes Kevan, Whittington Richard, Regner Patrick, Angwin Duncan, Βασικές αρχές στρατηγικής των επιχειρήσεων (2016), 2 η έκδοση, Εκδόσεις Κριτική
- Παπαδάκης Β., Στρατηγική Σκέψη και Πρακτική (2018), Εκδόσεις Ψυχογιός
- Παπαδάκης Β. Στρατηγική των Επιχειρήσεων: Ελληνική και Διεθνής Εμπειρία, Τόμος Α' Θεωρία, 7η έκδοση/2016, Εκδόσεις Μπένου
- Θερίου Νικόλαος Γ., Στρατηγική διοίκηση επιχειρήσεων, 3 η έκδ./2014, Εκδόσεις Κριτική
- Γεωργόπουλος Νικόλαος, Στρατηγικό Μάνατζμεντ, 3 η έκδ./2013, Εκδόσεις Μπένου
- Sanders R. Nada, Wood D. John, Βασικές Αρχές Βιώσιμης Επιχείρησης-Θεωρία, Πράξη και Στρατηγική (2018), Εκδόσεις, BROKEN HILL PUBLISHERS LTD
- Βασιλειάδης Λ., Στρατηγική των Επιχειρήσεων-βασικές έννοιες και σύγχρονες τάσεις, (2017), Εκδόσεις, Ιδιωτική Έκδοση
- Μιχάλης Μιχαλόπουλος, Ευάγγελος Γρηγορούδης, Κωνσταντίνος Ζοπουνίδης, Στρατηγική των Επιχειρήσεων (2017), Εκδόσεις Κλειδάριθμος ΕΠΕ
- Leenhouts Ellen, Van Eck Marc, Η επιχειρησιακή στρατηγική σε μία μόνο σελίδα (2015), Εκδόσεις Rosili
- Dess G., McNamara G., Eisner A., Lee Seung-Hyun, Στρατηγική Διοίκηση, Θεωρία και Εφαρμογές (2019), Εκδόσεις Τζιόλα
- Schermerhorn R. John Jr., Bachrach G. Daniel, Εισαγωγή στο Management 2 η έκδοση

(2018), Εκδόσεις: BROKEN HILL PUBLISHERS LTD