

**ATHENS UNIVERSITY OF ECONOMICS & BUSINESS**  
**MASTER IN SERVICE MANAGEMENT PROGRAM (F/T)**

**Competitive Strategy & Business Policy**  
February 2019 (E802)

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**COURSE DESCRIPTION**

Competitive Strategy & Business Policy is an integrative course for graduate students in Service Management. This is an exciting, challenging course that focuses on how firms formulate, implement, and evaluate strategies. Strategic Management concepts and techniques, with emphasis in services, are studied. Students use all knowledge acquired from prior business courses, coupled with new strategic management techniques learned, to chart the future direction of different service organizations. The major responsibility of students is to make objective strategic decisions and to justify them through oral and written communication.

**ACTIVITIES AND POLICIES**

**Lectures / Theory**

There will be lectures and discussions of conceptual material in the text and recommended articles as well as exercises related to the specific session's topic. Students are expected to study the assigned material prior to the class and be prepared to discuss the issues raised in these chapters.

**Case Discussions**

Several cases will be assigned and discussed throughout this course. All of these cases will have to be analyzed according to the format which will be discussed in detail in class.

**Strategic Analysis of an Industry**

Groups will be asked to select a major Greek company in order to perform a comprehensive Strategic Analysis according to the guidelines presented in the assigned (David) textbook.

**Examination**

There will be a final exam which will be based on the material presented in the class.

**Participation & Attendance**

Attendance is compulsory.

**CLASS EVALUATION**

Final Examination	60%
Group Project	30%
Class Participation	10%

**REQUIRED TEXT**

David F.: *Strategic Management: Concepts & Cases*, 16<sup>th</sup> edition, Pearson, 2017 (Print ISBN: 9781292148496, 1292148497 - eText ISBN: 9781292148502, 12921485)

## **COURSE SCHEDULE / COMPETITIVE STRATEGY & BUSINESS POLICY/ 2019**

Session / Date	Topic / Class Activities
1. Monday 4/2	The Strategic Management Process How to perform a <i>Company Strategic Analysis</i> How to perform an <i>Industry Analysis</i>
2. Tuesday 5/2	Environmental Analysis
3. Wednesday 6/2	Strategy Formulation
4. Thursday 7/2	Strategy Implementation
5. Monday 11/2	Strategy Evaluation & Control
6. Tuesday 12/2	Digital Strategy Making
7. Wednesday 13/2	Group Project Presentations
8. Monday 18/2	Examination