

Course unit title:	Strategic Management II								
Course unit code:	MGT 313								
Type of course unit:	Compulsory								
Level of course unit:	Bachelor (1st Cycle)								
Year of study:	3								
Semester when the unit is delivered:	2								
Number of ECTS credits allocated :	6								
Name of lecturer(s):	Ms Irene Antoniou								
Learning outcomes of the course unit:	<ul style="list-style-type: none"> • Integrate the previous studies on the course and develop more holistic understanding of the processes involved in strategic management • Identify and examine the strategic choices at the business and corporate levels • Differentiate and analyse the strategic issues for competitive advantage • Examine the impact of innovation and change on an organisation's configuration: structures, processes and relationships • Assess the conceptual and practical issues associated with strategy formulation, selection, implementation and control 								
Mode of delivery:	Face-to-face								
Prerequisites:	None								
Recommended optional program components:	None								
Course contents:	<p>This course aims to build on the knowledge acquired in the first part of this course (MGT 303). It provides students with additional analysis of the conceptual and practical issues associated with effective strategy formulation, selection, implementation and control.</p> <p>The course prepares students to integrate and consolidate the studies undertaken on the dimensions earlier and create a thorough understanding of organisational and business issues involved in strategic management. Systematic analysis of the key areas related to strategic management is built up throughout the course as an essential part of familiarisation with the subject.</p>								
Recommended and/or required reading:	<p>Textbook Johnson, G., Scholes, K., Whittington, R. (2011). <i>Exploring Strategy</i>. 9th ed. Prentice Hall.</p> <p>Recommended reading(s): Huff, Floyd, Sherman, Terjesen (2009). <i>Strategic Management</i>. Logic and Action, Wiley, John Wiley & Sons, Inc.</p>								
Planned learning activities and teaching methods:	Through lectures, presentations, additional articles related to Strategic Management topics as well as independent research data. Case studies derived from the US, EU and Cyprus markets are used to help students further understand how certain theories and concepts are applied in practice.								
Assessment methods and criteria:	<table> <tr> <td>Attendance and Class participation</td> <td>5%</td> </tr> <tr> <td>Assignment</td> <td>15%</td> </tr> <tr> <td>Mid-Term Exam</td> <td>10%</td> </tr> <tr> <td>Final Exam</td> <td>70%</td> </tr> </table>	Attendance and Class participation	5%	Assignment	15%	Mid-Term Exam	10%	Final Exam	70%
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Language of instruction:	English								
Work placement(s):	No								