

COURSE LAYOUT

1. GENERAL

SCHOOL	Applied Economics and Social Sciences		
DEPARTMENT	Agricultural Economics and Rural Development		
STUDY LEVEL	Undergraduate		
COURSE CODE	276	SEMESTER	9 th
COURSE TITLE	Entrepreneurship		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	ECTS
Lectures		5	5
COURSE TYPE	Elective		
PREREQUISITES:	None		
LANGUAGE	Greek		
IS THE COURSE OFFERED for ERASMUS STUDENTS?	Yes		
COURSE WEB PAGE	https://mediasrv.aua.gr/eclass/courses/286/		

2. LEARNING OUTCOMES

Learning Outcomes
<p>By the end of the course, students should be able to understand the:</p> <ul style="list-style-type: none"> ▪ strategy formulation process within the Greek food sector ▪ strategic options for Food and Agricultural Enterprises ▪ effectiveness of acquisitions and mergers growth strategies ▪ strategy of achieving sustainable competitive advantage ▪ importance of strategy implementation ▪ critical role of systems, human resources, values and culture in effective strategic management ▪ strategic decision-making techniques and typical mistakes in strategy implementation
General Competencies
<p>Independent Work</p> <p>Team work</p> <p>Decision-making relative to strategic management</p> <p>Production of new business ideas in agrifood sector</p> <p>Promotion of free, creative and inductive thinking</p>

3. COURSE CONTENT

<ul style="list-style-type: none"> ▪ Introduction to Strategy ▪ Strategic Analysis of the External Environment ▪ Strategic Analysis of the Internal Environment ▪ Corporate Mission and Vision ▪ Basic Strategic Considerations ▪ Growth Strategy ▪ Remediation Strategy ▪ Competitive Strategy ▪ Acquisitions and Mergers ▪ Strategy Evaluation ▪ Strategy Implementation

4. TEACHING and LEARNING METHODS – EVALUATION

TEACHING METHOD	Direct (face to face) in class	
USE OF INFORMATICS and COMMUNICATION TECHNOLOGIES	<ul style="list-style-type: none">▪ Use of information technologies (power point, video)▪ Email Use to communicate with students▪ AUA Open eClass platform	
TEACHING ORGANISATION	Activity	Work Load
	Lectures	65
	Independent study	60
	Course total (25 hours of student work load per ECTS)	125
STUDENTS EVALUATION	Written final examination (100%)	

5. BIBLIOGRAPHY

Course Bibliography (Eudoxus)

Βιβλίο [50659970]: Βασίλης Παπαδάκης, (2016) Στρατηγικός Σχεδιασμός Επιχειρήσεων. Ελληνική και Διεθνής Εμπειρία, 7^η έκδοση, εκδόσεις ΜΠΕΝΟΥ.

Suggested (Journas)

- British Journal of Management
- Business Strategy Review
- Elsevier
- Harvard Business Review
- Strategic Management Journal