

Global Learning Semesters

Course Syllabus

Course: BADM-475 Strategy and Business Policy

Department: Business

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
BADM-475	Strategy and Business Policy	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	Advanced standing
Department	Level of Course	Language of Instruction
Business	Upper Division	English

Course Description

The course builds on knowledge acquired by the students in other functional areas and integrates this knowledge to the task of designing and executing company strategy. Throughout the course case studies are used to relate theory to real life situations. Students engage in classroom dialog and presentations that allows them to think critically, to challenge the views of others, and to support their own positions. More specifically the following topics are covered: The Strategic Decision Making Process; Defining the Company's Mission; Analysis of the External and Internal Environments; Formulating Long-term Objectives and Grand Strategies; Strategy Implementation: Strategic Control and Continuous Improvement.

Instructor

Dr Panayiotis Laghos

Course Aims and Objectives

To help students understand how to integrate their knowledge of the various business disciplines and to apply this knowledge to the planning and managing of strategic business activities. Emphasis is put on real life cases and current events and developments.

Teaching Methods

The course is delivered through a mixture of lectures, class discussions, case studies, assignments and group projects

Course Teaching Hours

42 hours. The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Case & Project Assignment: 35%

Mid-Term: 20% Final Exam: 35%
Class Participation: 10%

Readings and Resources

Required Textbook

Pearce P.J., Robinson A.B., Strategic Management, 8th Edition. McGraw Hill/Irwin, 2003

Recommended Reading

Other Strategic Management books; business magazines; business sections of newspapers