

## ABS0201 – Strategic Planning in Management

Course Title	<b>STRATEGIC PLANNING IN MANAGEMENT</b>			
Course Code	ABS0 201			
Course Type	Elective for BA in Business Administration			
Level	BA (Level 2)			
Year / Semester	2nd (Spring)			
Teacher's Name	Dr Stavros Georgiades			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose	To introduce students to the fundamental concepts of strategic planning and goal setting			
Learning Outcomes	<p>By the end of the course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Investigate the importance of the social environment</li> <li>2. Demonstrate the importance of organisational culture.</li> <li>3. Understand and critically evaluate the process of planning as a function of management within organisations.</li> <li>4. Critically analyze and evaluate the management of goal setting within organizations.</li> <li>5. Analyse the fundamentals of the planning process and employ the techniques involved in tactical and operational planning</li> <li>6. Identify the planning process and analyze the nature of organization goals.</li> </ol>			
Prerequisites	ABS0104	Co-requisites	None	
Course Content	<p><b>Social Environment and Organizational Culture</b></p> <ul style="list-style-type: none"> <li>• Social Environment</li> <li>• Organization's Culture</li> <li>• Explain the organization culture, its importance, determinants, and the way it can be managed.</li> <li>• Constrains and challenges of organizational culture</li> </ul> <p><b>Planning</b></p> <ul style="list-style-type: none"> <li>• Planning Process</li> </ul>			

	<ul style="list-style-type: none"> <li>• Responsibility for setting goals</li> <li>• Using Goals to Implement Plans</li> <li>• Organizational Planning</li> <li>• Tactical Planning</li> <li>• Operational Planning</li> <li>• Overcoming the barriers</li> </ul> <p><b>Planning in New Business Ventures</b></p> <ul style="list-style-type: none"> <li>• New Business Ventures</li> <li>• Role of new business ventures in society</li> <li>• Business Plan</li> <li>• Structures, Financing, Sources of Management Advice</li> <li>• Performance of new business ventures</li> </ul>
Teaching Methodology	Lectures, discussions, presentation of case studies, assignments
Bibliography	<ul style="list-style-type: none"> <li>• Griffin, W. R. (2016). Management. 12th edition, Houghton Muffin</li> <li>• Robbins, S. P &amp; Coulter, M. A. (2018). Management 14<sup>th</sup> Edition, Pearson</li> </ul>
Assessment	<p><u>(a) Methods:</u> Students will be assessed with a final exam and coursework that involves a case study, a midterm test.</p> <p><u>(b) Criteria:</u> The assessment criteria are assignment-specific and range from testing problem solving skills and knowledge of the material.</p> <p><u>(c) Weights:</u></p> <p>Case study: 10%</p> <p>Mid-term exam: 30%</p> <p>Final exam: 60%</p>
Language	English