

Global Learning Semesters

Course Syllabus

Course: ACER-355 Strategic Bus Plan & Development

Department: Accounting and Banking

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
ACER-355	Strategic Bus Plan & Development	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	ACER-131, ACER-132
Department	Level of Course	Language of Instruction
Accounting and Banking	Upper Division	English

Course Description

Traditional models of strategic management, contingency approaches, organisational learning. Macroeconomic environment, competitive environment, global environment, competitor intelligence systems. Performing a position audit, functional area relationships, marketing, finance, production, R&D, IS/IT, procurement, HRM. Strategy generation and selection, strategy evaluation, evaluation systems, contingency planning, cultural implications of strategic choice. Marketing issues (segmentation and positioning), finance issues (performance evaluation), R&D issues (quality and innovation), IS/IT issues (automate and transform ate), HR issues (motivation, development and performance evaluation), management issues (managing change and persuasion skills), project management tools and techniques. Strategic business unit, functional structures, divisional structures (product based), matrix structures – product, project, client and global approaches. Global challenge, global competitive advantage, strategies for the global service business, global organisations, cross-cultural management and leadership, reaching the global customer. Ethics and business conduct.

Instructor

Christos Vlachos

Course Aims and Objectives

On completion of the course students should

- Identify and apply the principal concepts and ideas in the theory and practice of strategic management.
- Understand the internal and external factors affecting an organisation and apply this knowledge to evaluate its strategic position.
- Identify appropriate strategies based on the evaluation of the organisations' objectives and position.
- Identify appropriate methods of implementing chosen strategies and evaluate their impact on organisational structures and operations.
- Understand the impact of globalisation on strategic business planning.

Teaching Methods

The course is delivered through a mixture of lectures, computer lab tutorials and practical exercises and assignments.

Course Teaching Hours

42 hours (14-weeks, 3 hours/week).

Evaluation and Grading

Attendance and Participation:	10%
Homework:	20%
Mid-Term:	30%
Final Exam:	40%

Readings and Resources

Required Textbook

ACCA Paper 3.5 Strategic Business Planning and Development

Recommended Reading

- M.,Earl, Management Strategies for Information Technology, Prentice Hall
- G. Johnson, K, Scholes Exploring Corporate Strategy Prentice Hall
- G. Lancaster, L. Massingham, Essentials of marketing, McGraw Hill
- D. Torrington, Personnel Management- A New Approach , Prentice Hall
- C. Handy, The Gods of Management, Penguin