

ABS0201 – Strategic Planning in Management

Course Title	STRATEGIC PLANNING IN MANAGEMENT				
Course Code	ABSO 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	By the end of the course, students should be able to: 1. Investigate the importance of the social environment 2. Demonstrate the importance of organisational culture. 3. Understand and critically evaluate the process of planning as a function of management within organisations. 4. Critically analyze and evaluate the management of goal setting within organizations. 5. Analyse the fundamentals of the planning process and employ the techniques involved in tactical and operational planning 6. Identify the planning process and analyze the nature of organization goals.				
Prerequisites	ABSO104		Co-requisites	None	
Course Content	Social Environment and Organizational Culture • Social Environment • Organization's Culture • Explain the organization culture, its importance, determinants, and the way it can be managed. • Constrains and challenges of organizational culture Planning • Planning Process				

	<ul style="list-style-type: none"> • Responsibility for setting goals • Using Goals to Implement Plans • Organizational Planning • Tactical Planning • Operational Planning • Overcoming the barriers <p>Planning in New Business Ventures</p> <ul style="list-style-type: none"> • New Business Ventures • Role of new business ventures in society • Business Plan • Structures, Financing, Sources of Management Advice • Performance of new business ventures
Teaching Methodology	Lectures, discussions, presentation of case studies, assignments
Bibliography	<ul style="list-style-type: none"> • Griffin, W. R. (2016). Management. 12th edition, Houghton Mufflin • Robbins, S. P & Coulter, M. A. (2018). Management 14th Edition, Pearson
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