

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	Science and Technology		
<b>ACADEMIC UNIT</b>	Science and Technology		
<b>PROGRAMME OF STUDIES</b>	MSc in E-Business and Digital Marketing		
<b>LEVEL OF STUDIES</b>	Postgraduate		
<b>COURSE CODE</b>	EBE08	<b>SEMESTER</b>	2
<b>COURSE TITLE</b>	Digital Business Strategy		
<b>COURSE TYPE</b> <i>Elective, compulsory</i>	Elective		
<b>INSTRUCTOR(S)</b>	Assoc. Prof. Vassilios Peristeras		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
	4,2	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>TEACHING ACTIVITIES BREAKDOWN</b>	<b>WEEKLY HOURS</b>		
<b>Theory</b>	2,3		
<b>Lab</b>	0,7		
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	General background		
<b>PREREQUISITE COURSES:</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	Yes		
<b>COURSE WEBSITE (URL)</b>	<a href="https://elearn-ucips.ihu.gr/">https://elearn-ucips.ihu.gr/</a>		

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b></p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p><b>On completing the course, the student will be able to:</b></p> <ul style="list-style-type: none"> <li>• <b>Demonstrate a thorough understanding of business strategies</b></li> </ul>

- Understand the concept of digital transformation, its implications, and the overarching concept of Digital Business Strategy.
- Analyze the global business environment and critically discuss its impact on contemporary strategic thinking
- Prepare and deliver senior management reports and presentations
- Justify and promote strategic initiatives and contribute to strategic technical discussions
- Understand the key issues and frameworks that practitioners need to understand to develop a Digital Business Strategy

#### General Competences

*Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?*

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	.....
<i>Production of new research ideas</i>	<i>Others...</i>
	.....

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision Making
- Teamwork
- Production of free, creative, and inductive thinking

### (3) SYLLABUS

The course provides students with the ability to analyze the drivers of competitive digital strategy and apply strategic management principles across a range of organization types. Additionally, the course presents frameworks for identifying the challenges in various competitive environments and discusses useful analytical approaches applied in widely different strategic problems. Students understand how to build a responsive digitally transformed organization by tuning systems, structures and people with the help of a digital business strategy, and how to effectively manage the process of strategizing.

- (1) Introduction to business strategy
- (2) Strategy statements
- (3) Strategic position, choice and action
- (4) Analysing the external environment: PESTEL, 5 Forces, Blue Horizon, Strategy Canvas
- (5) Analysing the intreral environment: culture, VRIO, SWOT, Balanced Scorecards, resources and dynamic capabilities
- (6) Generic Strategies, Interactive strategies
- (7) Strategy Clock, 7 Ss, BCG Matrix, Business Model Canvas, Game Theory
- (8) Creating a strategy with a tool: group assignment and presentations

### (9) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Hybrid: Face to face and synchronous distance learning
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	<p><b>Use of ICT in Teaching</b></p> <p>During teaching, the material provided through the e-learning platform is utilized.</p> <p>The Kahoot online poll system is used to improve teacher-student interaction.</p> <p>Hybrid teaching method is carried out through modern lectures with the support of the Zoom teleconferencing tool.</p>

	<p>Students are taught about a range of key technologies relevant to the content and subject matter of the course.</p> <p><b>Use of ICT in Communication with students</b></p> <ul style="list-style-type: none"> <li>• The course material (slides, scientific articles, exercises, etc.) is posted on the course page at the e-learn platform (Moodle).</li> <li>• Use of Moodle Forums announcements.</li> <li>• Use of Kahoot for real-time polls and exercises</li> <li>• Live video meetings via Zoom/Teams.</li> <li>• Contact via email/Teams</li> </ul>																																
<p><b>TEACHING METHODS</b></p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, recitation, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>30 hrs.</td> </tr> <tr> <td>Lab</td> <td>9 hrs.</td> </tr> <tr> <td>Group Assignment/Project</td> <td>15 hrs.</td> </tr> <tr> <td>In-class Presentations</td> <td>4 hrs.</td> </tr> <tr> <td>Exams</td> <td>2 hrs.</td> </tr> <tr> <td>Non-Directed Study</td> <td>90 hrs.</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td><b>Course total</b></td> <td><b>150 hrs.</b></td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	30 hrs.	Lab	9 hrs.	Group Assignment/Project	15 hrs.	In-class Presentations	4 hrs.	Exams	2 hrs.	Non-Directed Study	90 hrs.					<b>Course total</b>	<b>150 hrs.</b>												
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<p><b>STUDENT PERFORMANCE EVALUATION</b></p> <p><i>Description of the evaluation procedure</i></p>	<p>Language of Evaluation: English</p> <p>Evaluation Procedure:</p>																																

<p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students</i></p>	<ul style="list-style-type: none"> <li>● Written Exams (60%). Methods of evaluation: <ul style="list-style-type: none"> <li>○ Multiple choice questions</li> </ul> </li> <li>● Group project (30%)</li> <li>● In-class presentation (10%)</li> </ul> <p>The evaluation procedure is announced to the students during the first lecture and is also accessible at the e-learn platform throughout the entire semester.</p>
<p style="text-align: center;"><b>STUDENT OBLIGATIONS</b></p> <p><i>Compulsory attendance of lectures, labs, recitations, compulsory participation in midterms, exams, compulsory delivery of homework, projects, etc.</i></p>	<ul style="list-style-type: none"> <li>● Compulsory attendance of lectures</li> <li>● Optional attendance of labs</li> <li>● Compulsory participation in the exams</li> <li>● Compulsory in-class presentation</li> <li>● Compulsory delivery of project</li> </ul>

### (10) ATTACHED BIBLIOGRAPHY

<p><i>- Suggested Textbooks</i></p> <ol style="list-style-type: none"> <li>1. Exploring Strategy, Text and Cases, G. Johnson et al, 10th edition, Pearson</li> </ol> <p><i>- Additional Bibliography:</i></p> <ol style="list-style-type: none"> <li>1. Over 100 papers, reports and references available via the elearning platform (Moodle), updated every year</li> </ol>
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