

COURSE OUTLINE

(1) GENERAL

SCHOOL	ECONOMICS and BUSINESS ADMINISTRATION		
ACADEMIC UNIT/PARTICIPATING UNITS*	Department of Economics		
PARTICIPATING INSTITUTIONS**	-		
POSTGRADUATE PROGRAMME: TITLE OF POSTGRADUATE PROGRAMME	Innovative and Sustainable Entrepreneurship		
LEVEL OF STUDIES	Post-graduate		
COURSE CODE	KAE-02	SEMESTER	1 st
COURSE TITLE	Economics of Strategy and Sustainability		
INDEPENDENT TEACHING ACTIVITIES <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>		WEEKLY TEACHING HOURS	CREDITS
		3	8
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	General Background.		
PREREQUISITE COURSES:	None.		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek with English terminology.		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No.		
COURSE WEBSITE (URL)	To be announced		

*Στην περίπτωση Διακρατικού, Διδρυματικού ή Διατμηματικού ΠΜΣ συμπληρώνονται όλα τα συμμετέχοντα Τμήματα και χαρακτηρίζεται σε παρένθεση το επισπεύδον, π.χ. Φυσικής (επισπεύδον)

**Συμπληρώνεται μόνο στην περίπτωση Διακρατικού ή Διδρυματικού ΠΜΣ

(2) LEARNING OUTCOMES

Learning outcomes

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.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong*

Learning and Appendix B

• *Guidelines for writing Learning Outcomes*

Upon successful completion of the course, students will be able to:

- Understand the process of business strategy formulation in the context of the transition to sustainability.
- Apply key concepts of business strategy, strategic planning, resource-capability theories and understand the role of technological change, diversification and competitive advantage in sustainable transition strategies.
- Utilize Sustainable Development Goals (SDGs) to monitor progress and analyze using formal indicators through data collection.
- Quantify business decisions and understand the barriers and determinants of strategy adoption, including the use of limited dependent variable models.
- Interpret empirical results, critically evaluate international experience and case studies and further refine the conditions for formulating strategic planning related to sustainability-focused business decisions.
- Understand the interdependence of business decisions and their implications when developing strategic planning for the transition to sustainability, promoting holistic and integrated approaches.

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?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical

responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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Search for, analysis and synthesis of data and information, with the use of the necessary technology, Adapting to new situations, Decision-making, Production of new research ideas, Criticism and self-criticism, Production of free, creative and inductive thinking.

(3) SYLLABUS

The course offers specialized knowledge on Economics of Strategy and Sustainability. In particular, the course focuses on how to formulate business strategy in the light of the transition to sustainability. It introduces concepts of business strategy, strategic planning and orientation in combination with resource-capability theories and approaches at the firm level. The role of technological change, diversification and competitive advantage of firms for the sustainable transition are studied. The conceptual framework of Sustainable Development and the monitoring of progress through analysis of official data is presented. Quantification of business decisions is carried out and the determinants of strategy adoption are studied using restricted dependent variable models and the case of unobservable variables is presented. International experience is reviewed, applications are presented with the aim of interpreting results.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Distance Learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> • Use of PowerPoint during lectures • Posting of educational material on the asynchronous e-learning platform in the course area • Provision of bibliographic references for study on the asynchronous tele-education platform at the course site • Posting of information of interest and announcements related to the course on the asynchronous e-learning platform in the classroom • Communication via e-mail/eclass 	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, 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> <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>	Activity	Semester workload
	Lectures (3 hours/week x 13 weeks)	39 hours
	Independent study	161 hours
	Course total (25 hours of workload per ECTS credit)	200 hours (total student workload)
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <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> <i>Specifically-defined evaluation criteria are given, and if and where</i>	Lectures and examinations within the course are conducted in person exclusively. Student assessment is based on a written final examination in Greek with English terminology, where necessary, which may include multiple choice questions, short answer questions, solving exercises, interpretation of results and/or a combination of the above.	

they are accessible to students.	
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(5) RECOMMENDED BIBLIOGRAPHY

- *Suggested bibliography:*

- *Principles of environmental economics and sustainability, Kritiki SA Publications, ISBN: 9789605864439, Book Code in Eudoxos: 122075417.*
- *Perloff, J. M. "Managerial Economics and Strategy (3rd Edition), The Pearson Series in Economics.*
- *Recommended published papers relevant to the content of each topic.*

- *Related academic journals:*

Indicatively: Business Strategy and the Environment, Journal of Business Research, Long Range Planning, Technological Forecasting and Social Change, Environmental and Resource Economics, Ecological Economics.