



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	STRATEGIC PLANNING FOR THE PUBLIC SECTOR	
Course Unit Code	MP430	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	6 ECTS	
Course Unit Objectives	The objective of this course is to provide students with an analytical framework which will integrate the various techniques and strategically analytical tools required to analyze a public organization and to formulate a strategy.	
Learning Outcomes	On completion of this course students are expected to be able to:	
	CILO 1	Select the appropriate research design for conducting market research and apply them to solve organizational problems.
	CILO 2	Develop questionnaires that increase response rates, reduce biases and provide useful information for the decision making process.
	CILO 3	Determine advantage and formulate strategy.
	CILO 4	Collect, analyze, and interpret empirical data using appropriate quantitative and qualitative methods.
	CILO 5	Apply tools and concepts associated with strategic analysis in real life situations.
	CILO 6	Effectively integrate knowledge and skills acquired throughout the programme.
Name of Lecturer(s)	Dr Paris Cleanthous	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1 Types of Research Methods & Examples	CILO 1
	2 Exploratory Research	CILO 1
	3 Descriptive Research: Surveys	CILO 1, 2
	4 Causal Research: Experiments	CILO 1, 4
	5 Market Research Case Studies	CILO 1, 2, 4
	6 What is Strategy? An Introduction	CILO 3, 5, 6
	7 Challenging Assumptions	CILO 3, 5, 6
	8 Strategic Planning and Implementation	CILO 3, 5, 6
	9 The General Environment	CILO 3, 5, 6
	10 Scenario Analysis	CILO 3, 5, 6
	11 The Specific Environment	CILO 3, 5, 6
	12 Industry Analysis	CILO 1, 3, 5, 6
	13 Customer Segmentation, Targeting	CILO 1, 3, 5, 6
	14 Company Positioning	CILO 3, 5, 6
	15 Strategic Capabilities and Competitive Advantage	CILO 3, 5, 6
	16 Implementing Strategy	CILO 3, 5, 6
Recommended or required reading	<p><u>Textbook:</u> Johnson G., Whittington, R., Scholes, K., D, Angwin & P. Regnér (2014). <i>Exploring Strategy: Text and Cases</i> (10th ed.). Prentice Hall.</p> <p><u>Further reading:</u> Aaker, A. David (2005). <i>Strategic Market Management</i> (7th ed.). John Wiley & Son Johnson, G., R. Whittington, and K. Scholes. (2011). <i>Exploring Strategy: Text & Cases</i>, (9th ed.). FT Prentice Hall. Carpender, M.A. & Sanders, W.G. (2010) <i>Strategic Management</i> (2nd ed.). New Jersey, NJ: P. Prentice-Hall. Collis, David J. and Michael G. Rukstad. (2008). <i>Can You Say What Your Strategy Is?</i> Harvard Business Review, April, pp. 82-90 Gans, S. and S. Stern (2003). <i>The product market and the market for “ideas”:</i></p>	

	<p><i>commercialization strategies for technology entrepreneurs</i>. Research Policy 32: 333-350</p> <p>Grant, R.M. (2010). <i>Contemporary Strategy Analysis</i> (7th ed.). Blackwell Publishing.</p> <p>Markides C. (2000). <i>All the Right Moves: A Guide to Crafting Breakthrough Strategy</i>. Boston: Harvard Business School Press.</p> <p>Markides, C. (2008). <i>Game-Changing Strategies</i>. (1st ed.) Jossey-Bass.</p> <p>Porter, E. M. (1998). <i>Competitive Strategy: Techniques for Analyzing Industries and Competitors</i> (1st ed. – republication with new introduction). New York: Free Press</p> <p>Porter, E. M. (1996). <i>What is Strategy?</i> Harvard Business Review, 74(6): 61-78.</p> <p>Porter, E. M. (2008). <i>The Five Competitive Forces that Shape Competitive Strategy</i>. Harvard Business Review, 86: 78-93.</p> <p>Reeves, M. and M. Deimler. (2011) “Adaptability: The New Competitive Advantage,” <i>Harvard Business Review</i>. July</p> <p>Hill, C. & Jones, G. (2012). <i>Strategic Management Theory: An Integrated Approach</i> (10th ed.). South-Western Cengage Learning.</p> <p>Hitt, M.A., Ireland, D.R. & Hoskisson, R.E. (2013). <i>Strategic Management: Competitiveness and Globalization</i> (10th ed.). South-Western Cengage Learning</p> <p>Thompson, A.A., Peteraf, M.A., Gamble, J.E. & Strickland III, A. J. (2012). <i>Crafting and Executing Strategy: Concepts and Readings</i> (18th ed.). McGraw-Hill Irwin.</p> <p>Online sources: www.pearsoned.co.uk/mystrategylab</p>
Planned learning activities and teaching methods	Lectures; in-class discussions and debates; in-class exercises and experiential exercises; team work; networking activities; training videos; presentations; brainstorming; interviews; field studies; role play; focus groups; questionnaires; pilot testing.
Assessment methods and criteria	<p>50% Group Assignment</p> <p>50% Individual Assessment:</p> <p> 20% Class Participation & Presentation</p> <p> 15% Peer-to-Peer Assessment &</p> <p> 15% Individual Assignment online</p>
Language of Instruction	English
Work Placement(s)	Not applicable