



Syllabus

Academic Year	2024/2025
Program	Business Administration
course	Competitive Strategy
Term	I semester
Year	3
SSD	SECS-P/08
Credits	8

INSTRUCTIONAL GOALS	<p>The course introduces the concepts, tools, and principles of strategic management in today's global business context. The course is emphasizing the distinctive perspective of the general manager that has to be attuned to forces in the organization's environment and within the organization that shape firm performance. Topics discussed during the course include understanding the firm's internal and external environment, competitive positioning, creating and maintaining competitive advantage, strategy formulation, and strategy implementation. In addition to the lectures, students will be able to practically apply theoretical frameworks learned in a business strategy simulation.</p>
INTENDED LEARNING OUTCOMES	<p>Knowledge and understanding:</p> <p>The course will help students to develop specific knowledge and a deep understanding of business-level actions that firms can undertake to achieve their goals</p> <p>Applying knowledge and understanding:</p> <p>Through case studies, reading practice-oriented articles, and simulation games students will be able to apply knowledge and to understand real business strategy issues.</p> <p>Making judgments:</p> <p>Students are expected to develop an autonomous ability to make judgments for resource allocation and strategy implementation</p> <p>Communications Skills:</p> <p>Upon completion of the course, students will be able to argue about decision-making and brainstorm for interesting solutions.</p> <p>Learning skills:</p> <p>The course is intended to give the students the skills to make decisions under time constraints and based on strategic management process as described in the course</p>
Pre-requisites	None



Course content	<p>The course will focus on the following topics:</p> <ul style="list-style-type: none">What is strategy?Introduction to the simulation gameEnvironmental analysisIndustry analysisInternal analysisCreating competitive advantageBusiness strategyCorporate strategyStrategic choices: Organic development, M&A, and AlliancesCompetitive dynamicsSimulation set-up and trial rounds
Reference Books	<p>The course draws upon material from the instructor slides, scientific articles, and the following textbook:</p> <p>Johnson, Gerry, Richard Whittington, Kevan Scholes, Duncan Angwin, and Patrick Regnér. Exploring Strategy: Text and Cases. Eleventh edition. Harlow, United Kingdom: Pearson, 2017.</p>
Teaching Methods	<p>The course is taught by combining theory lectures, guest lectures by practitioners, mini case studies, a business strategy simulation, and the independent study of a textbook. The course combines a strong focus on concepts with an orientation towards application. By using mini cases and a business strategy simulation to situate concepts discussed, students can experience the application of the abstract concepts of strategy in concrete management situations.</p>
Assessment	<p>A mandatory business simulation game (pass/fail) count for 40% of the final grade while the mid-term and the final examination will count respectively 30% each.</p> <p>In the simulation, students will practice the role of general managers making strategic decisions for a simulated firm. Students will be allocated into groups and compete in a simulated marketplace against each other. The students in the winning teams of the simulation game will receive bonus points in the final grade.</p>
