

Strategic Management (F000442)

Course size (nominal values; actual values may depend on programme)

Credits 6.0 Study time 180 h Contact hrs 45.0 h

Course offerings and teaching methods in academic year 2018-2019

A (semester 1)	English	integration seminar	35.0 h
		group work	5.0 h
		PDE tutorial	5.0 h

Lecturers in academic year 2018-2019

Verrue, Johan	EB23	lecturer-in-charge
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Offered in the following programmes in 2018-2019

	crdts	offering
Master of Science in Business Economics (main subject Accountancy)	6	A
Master of Science in Business Economics (main subject Corporate Finance)	6	A
Master of Science in Business Engineering (main subject Data Analytics)	6	A
Master of Science in Business Engineering (main subject Finance)	6	A
Master of Science in Business Economics (main subject Marketing)	6	A
Master of Science in Business Engineering (main subject Operations Management)	6	A
Master of Science in Economics	6	A
Exchange programme in Economics and Business Administration	6	A

Teaching languages

English

Keywords

Strategic management, general management, business policy

Position of the course

The course consists of two components in a six weeks time frame. The emphasis is on the application of concepts and analysis within strategic management. A concise syllabus is provided to analyze real business cases. In addition, there is a strategic business game.

Contents

The real business cases work around:

- Vision, mission, objectives and strategy
- The business model
- The analysis of the internal and external environment
- The key resources / value drivers and the relationship with competitiveness
- Competitive and growth strategies
- International market entry strategies

In the business game, students work in teams to analyze strategic issues. Student teams form different companies and compete with each other via a computer-based online management simulation. Each team develops a strategy over a number of consecutive years (Y11-Y20), taking into account both internal and external factors.

Initial competences

Knowledge of and insight into both the main functional management domains (sales and marketing, production and logistics, HR, finance) and the overarching strategic

management function.

Final competences

- 1 To understand the most important concepts in strategic management.
- 2 To understand techniques useful to design a competitive strategy.
- 3 To understand theories concerning strategic management problems for firms.
- 4 To be able to critically analyse the scientific literature concerning strategic management.
- 5 To be able to approach actual strategic management problems in a systematic manner.
- 6 Formulating scientific solutions for business and economic issues from “strategic” and “organizational” management perspective.
- 7 Within the context of a complex and competitive online management simulation, taking well considered management decisions in team.
- 8 Insight in the complex interactions between the various functional domains of a multinational organization.
- 9 Within an online management simulation executing the strategic plan of a multinational organization.
- 10 Stress-resistant and persevering in a competitive and complex online management simulation.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, integration seminar, PDE tutorial

Extra information on the teaching methods

Business case: the student receives a manual to solve the case.
Business game: all information is online available in the game.

Learning materials and price

Login business game: 33 USD (credit card payment)

References

Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regnér (2013) Exploring Strategy Text & Cases. 10th Edition. Pearson Education, 816 p.

Course content-related study coaching

For the applied part of the course: online help is provided (extensive help pages, video tutorials, skype meetings or customized video help).

Evaluation methods

continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Oral examination, assignment, simulation, peer assessment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Extra information on the examination methods

First examination period:

The evaluation is based on a) the business game result (with correction peer assessment) and b) the presentation and defence of the business case. (with correction peer assessment)

Second examination period:

Retake of the business game is not possible. This is replaced by an oral defence of the strategy conducted by a company in the game. + oral exam about the business case.

Calculation of the examination mark

The final score consists of the business game result (weight of 50%) and the presentation and defence of the business case (weight of 50%). Students have to succeed for both parts in order to pass this course. If the student does not succeed for

one of both parts (business game or business case) and the final score is 10/20 or more, the final score will be reduced to 9/20.

If the student obtains a peer score of less than 70% for the business game, additional questions are provided by the professor. This evaluation of the professor will be taken into account in the final score of the student.

Facilities for Working Students

Students need to contact the professor before of during the first lecture.