



Strategic Management	
Name course:	Strategic Management
Period:	International Business Consultancy (Y4:13/14)
Cluster within IBC program:	Strategic design
Study load:	4 ECTS/ 112 hours
Lecturer:	Wesley van der Heijden

Content course	
Course description	<p>Which (international) strategy should a business select and why? How to analyze and select a market? How to develop and implement a strategy that fits? Which decisions does a company need to make on strategic, tactical and operational levels?</p> <p>During the course 'Strategic Management' you will get the answers to these questions. You will learn how to formulate an (international) strategy and implement it in order to create value for a company.</p>

Core competences and learning objectives	
Strategic Management Problem Recognition Dianosing Design	<p>Identify and react to opportunities and threats imposed on the (international) strategy of a business;</p> <p>Analyze and substantiate how a company can create;</p> <p>Make a market selection based on rational factors and identify non-rational factors;</p> <p>Assess the ways of establishing and locating a business;</p> <p>determine whether a company has to adapt its product or service in the expansion land;</p> <p>Advise how a company should implement/revise their strategy by adjusting its systems, organizational structure, people and processes.</p>

General course information	
Required previous knowledge	This course focuses on (international) strategy. It is therefore important that you have knowledge of basic models and theories in strategic management.
Recommended literature	Whittington, R., Regnér, P., Angwin, D., Johnson, G., Scholes, k. (2020). Exploring strategy: Text and Cases (12th edn). Pearson Education Limited: Harlow, UK.
Way of working	Interactive lectures, presentations and group work. All these ways of working require a proactive attitude from students.
Exam	<p>Two-pager strategic advice (40% of final grade): Based on a guest lecture in which a visiting company elaborates on their strategy. Together with another student you will write a strategic advice in the form of a two-pager based on the guest lecture.</p> <p>Creating strategy (60% of final grade): you will work together with two/three fellow students on an international strategy report for a chosen innovation.</p> <p>The assignment is divided into three steps:</p> <ul style="list-style-type: none"> - Come up with a viable innovation/business idea and set up a fictional organization around it, including a business plan. - Formulate an appropriate national strategy for your organization based on a market analysis. - Formulate an international strategy in which you incorporate at least one extra country.
Caesura	A final score of 5,5 or higher leads to passing the course and receiving the related 4 ECTS.
Retake exam	The retake of the exam is scheduled at the end of the semester. This is usually two or three weeks after the first exam week.

