Course Descriptions None 2014-2015

Course Title	Strategy
Course Code	EBC1017
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	2-2-2015	3-4-2015		X/E		X/E	

Level	Introductory
Coordinator	Yannick Bammens For more information:y.bammens@maastrichtuniversity.nl
Language of instruction	English
Goals	Understand the strategic management process Understand the importance of the (international) external environment and the internal resources, capabilities and competences of the firm in making strategic decisions Understand the use of strategic management tools in analysing a business situation of a company in various competitive settings After the course students are able to give a professional presentation
Description	The objective of this course is to introduce students to the core concepts, frameworks and techniques of strategic management. This course is relevant for students as they will either formulate strategy (as managers) or will be confronted with the outcome of the strategic management process in their professional careers. Strategy is formulated based on the company's mission and its assessment of the external and internal environment. A systematic examination of the environment in which the firm operates enables managers to recognize sources of possible competitive advantage by identifying unmet needs, broadly defined, in the external environment and the firm's abilities to meet those needs. Strategic choice is the point in the process where managers choose how to organise and position the resources of the firm. Strategic choices are made at two levels: the business level and the corporate level. Managing a firm is somewhat like playing chess. The resources of the firm are like the pieces of a chess set. This course will be about positioning the resources of a firm with a view toward gaining competitive advantage and earning superior economic returns. The course will take students through several models of analysis that will look at the positioning of competitors, suppliers, customers, etc. Positioning of the focal firm's own resources will be a central theme throughout the several models presented during the course. As part of the skills training program in the first year, each student has to prepare a presentation on one of the topics dealt in this course.
Literature	Introductory textbook on Strategy; Academic journal articles.
Prerequisites	An advanced level of English No specific knowledge required.
Teaching methods	PBL / Presentation / Lecture / Groupwork
Assessment methods	Participation / Written Exam
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Bachelor International Business	Year 1 Compulsory Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses