

Course Descriptions NonDegree 2019-2020

Course Title	Strategy							
Course Code	EBC1017							
ECTS Credits	6,5							
Assessment	Whole/Half Grades							
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	4	3-2-2020	3-4-2020	L	X/E		X/E	
Level	Introductory							
Coordinator	Marc van Ekert, Wilko Letterie For more information:m.vanekert@maastrichtuniversity.nl; w.letterie@maastrichtuniversity.nl							
Language of instruction	English							
Goals	The learning goals for this course are twofold. First, by blending theory, empirical research and practical applications, the course provides students with core concepts, frameworks and analysis techniques in strategy that will help them become managers who make well-reasoned strategic decisions. Second, the course provides students with opportunities to practice and receive constructive feedback about their presentation skills, communication skills and team working skills. At the end of the course, students understand the strategic management process, the importance of the external environment and the internal resources, capabilities and competences of the firm in making strategic decisions, and understand the use of strategic tools and frameworks when formulating business-level and corporate-level strategies. In addition, at the end of the course students are able to give a professional case presentation on the strategy formulation and strategy analysis of a selected company.							
Description	Firms create substantial value for a wide variety of stakeholders, including customers, shareholders and employees. In order to grow the firm, and sustain its long-term competitiveness, managers need to think carefully about a number of high-level strategic decisions. Essentially, these strategic decisions involve the questions where to compete – i.e., corporate strategy – and how to compete – i.e., business strategy. The formulation of an adequate corporate and business strategy (strategy formulation) will, however, need to be guided by the vision and mission of the company as well as a careful analysis of the company's internal and external context (strategy analysis). To achieve this objective, this course will rely on lectures, self-study, class presentations, case discussions, and team assignments. In combination, these different modes of study will offer students a deep understanding of the strategic management process and enhance their ability to apply these insights to real- life companies.							
Literature	Introductory textbook on Strategy; Academic journal articles; Cases.							
Prerequisites	An advanced level of English.							
Teaching methods	PBL / Presentation / Lecture / Papers / Groupwork							
Assessment methods	Attendance / Participation / Written Exam / Assignment / Presentation							
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 - Emerging Markets				Year 1 Compulsory Course(s)			
	Bachelor International Business				Year 1 Compulsory Course(s)			
	SBE Exchange Bachelor				Bachelor Exchange Courses			
	SBE Exchange Master				Bachelor Exchange Courses			
	SBE Non Degree Courses				Bachelor Courses			