

Course: Corporate Strategy Written Exam

credits: 2

Course code	IBVB07COS1A
Name	Corporate Strategy Written Exam
Study year	2021-2022
ECTS credits	2
Language	English
Coordinator	P.L. Schiphof

Modes of delivery	Tutorial
Assessments	Written Exam - Written, organised by STAD examinations

Learning outcomes

Course Learning Outcomes:

- Analyse the (international) organization with regard to strategic resources and competences;
- Apply models and tools of strategy to analyse the external environment of an organisation with a focus on (renewable) energy and resource depletion.
- Evaluate the appropriateness of the strategy in the context of the organization, competitors and broader environment;
- Create strategic advice on new business opportunities

Program Learning Outcomes from the IB Framework:

WT1.2, WT2.3, , LW20.2, LW24.2

Content

The course introduces students to key tools and concepts of strategic management. The focus lies on learning from case studies on world-famous organisations such as Alibaba, Apple, H&M, Ryanair, Airbnb and Manchester United FC. By the end of the course students will be able to:

- Execute strategic analysis of the environment and the organization
- Assess the risk and uncertainty involved in decision making at the strategic level;

Evaluate the present strategy and formulate improvements to the strategy aligned with an organisation's objectives and new learning.

Included in programme(s)

Minor International Management

School(s)

International Business School