

MIM S2 01: Case Studies in Strategy – Course Outline

I. Location and Time

Semester: Spring Term 2021

Credit Points: 5

Time: Mondays, 08:30 - 10:00

Room: Online via Cisco WebEx

WebEx Link: <https://uni-flensburg.webex.com/uni-flensburg-de/j.php?MTID=m44f07beff3078e6eae49a1f9d1ce2ed2> (Password: cases2021)

II. Contents and Objectives

The aim of this case study course is to **supplement the lecture** in strategic management and to focus on the practical use of the analytical tools. An intensive case study analysis and discussion helps us to reach this aim. Cases from different industry contexts are going to be discussed. The discussions of the cases are prepared by small groups of students.

III. Dates and Contents of Sessions

Mar 22: No regular session, visit lecture later this day

Mar 29: Introduction, working with case studies and online group formation.

Apr 05: Research & Study Week I, Time for students to prepare the class cases for the coming sessions.

Apr 12: Intro-Case: »Madonna«, Final group adjustments

Apr 19: Class-Case: Cola Wars Continue: Coke vs. Pepsi in 2010, HBS Case 2011.

Apr 26: No session, Time for students to prepare the class case for the coming session.

May 03: Class Case: The Dutch Flower Cluster, HBS Case 2013.

May 10: Student Case 1: Global Wine War 2015: New World versus Old, HBS Case 2016.

May 17: Research & Study Week II, Time for students to prepare the cases for the coming sessions.

May 24: No session, Whit Monday

May 31: Student Case 2: Aldi: The Dark Horse Discounter, HBS Case 2016.

Jun 07: Student Case 3: Sustainability at IKEA Group, Inc., HBS Case 2015.

Jun 14: Student Case 4: Tesla Motors, Inc., HBS Case 2015.

Jun 21: Conclusions and Feedback, Course Evaluation.



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IV. Course Material

All **cases** can be purchased. They are available to download on: <https://store.hbr.org/case-studies/>.

All relevant course materials such as the **slides** shown will be available on the university's e-learning platform Moodle3. A dedicated group for this course has been set up. You will get the password for this group in the first course session. You can search for the group here: <https://elearning.uni-flensburg.de/moodle/>.

V. Assignment and Credit Points

The module »Strategic Management: Theory and Practice (MIM S2 01)« consists of the lecture »Strategic Management (VL)« and the case study course »Case Studies in Strategy (Ü)« and is part of the specialization **Strategy & Organisation** of the Master study programme International Management Studies of the University of Flensburg. Students can earn 10 credit points for the module: **5 CP** for the lecture and 5 CP for the case study course.

For the case study course students have to **participate** in the course discussions and prepare a **presentation** of a case (presentation, lead of discussion, written elaboration of the presentation) in a group of 2-4 students.

Further details are provided in the course outline of the corresponding lecture »Strategic Management (VL)«. Please read these carefully, too.

VI. Contact

For further information please check our **website** www.uni-flensburg.de/strategie and the **Moodle3 group** or contact our **team**. This course will be held by Maïke Simon, M.Sc. (maïke.simon@uni-flensburg.de).

