

MIM S2 01: Case Studies in Strategy – Course Outline

I. Location and Time

Semester:	Spring Term 2022	Credit Points: 5
Time:	Mondays, 08:15 - 09:45	Room: MAD 098

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 14	No regular session, visit lecture later this day
Mar 21	Introduction, working with case studies and online group formation.
Mar 28	No session, time for students to prepare the class cases for the coming sessions.
Apr 04	Intro-case: »Madonna«, final group adjustments
Apr 11 & 18	No session, Easter break
Apr 25	Class-case: Airbnb, Inc., McGraw-Hill Education Case 2019.
May 02	No session, time for students to prepare the student cases.
May 09	Q&A session, optional
May 16	Student case 1: The a2 Milk Company, HBS Case 2021.
May 23	Student case 2: Walmart Inc. Takes on Amazon.com, HBS Case 2021.
May 30	Student case 3: Tesla, Inc., McGraw-Hill Education Case 2020.
Jun 06	No session, Whit Monday
Jun 13	Student case 4: Sandlands Vineyards, HBS Case 2019.
Jun 20	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).

