

MIM S2 01: Case Studies in Strategy – Course Outline

I. Location and Time

Semester:	Spring Term 2024	Credit Points: 5
Time:	Mondays, 08:30 - 10:00	Room: MAD 126

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 11	No regular session, visit lecture later this day
Mar 18	Introduction, working with case studies and online group formation.
Mar 25	No session, time for students to prepare the class cases for the coming sessions.
Apr 01	No session, Easter break
Apr 08	Intro-case: »Madonna«, final group adjustments
Apr 15	Class-case: Airbnb, Inc., McGraw-Hill Education Case 2019.
Apr 22	No session, time for students to prepare the student cases.
Apr 29	Student case I
May 06	Student case II
May 13	Student case III
May 20	No session, Whit Monday
May 27	Student case IV
Jun 03	Student case V
Jun 10	Student case VI
Jun 17	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/>.

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 Europa-Universität 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 are required to prepare a **case presentation** (presentation, leading discussion, written elaboration of the presentation) in a group of 2-4 students (70%). Active participation in the case discussions is expected and the **submission of your key learnings** from the cases (30%) is required.

Further details can be found in the course outline of the corresponding lecture »Strategic Management (VL)«. Please read this carefully as well.

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 Maike Simon, M.Sc. (maike.simon@uni-flensburg.de).

