

## MIM S2 01 Strategic Management: Theory and Practice (VL) Outline Spring Term 2025

### I. Location and time

Semester: Spring Term 2025

Credit Points: 5

Time: Mondays, 10:15-12:30

Room: MAD 126

### II. Contents and objectives

Firm performance is in the core of strategic management. However, there are different ways to measure and conceptualize performance in terms of different perspectives on strategic competitive advantage. The different perspectives on competitive advantage realization in the strategy literature are in the focus of this strategic management course. Firm performance is affected by the environment in which a company operates as well as by firm internal resources and capabilities. Therefore, it is essential to better understand and analyze the corporate environment as well as (bundles of) firm resources and capabilities. Next to business strategies, corporate strategies are relevant in this context. Increasingly next to firm internal resources, relational resources which span firm boundaries become central. Strategic management as a discipline can be regarded as the fundament regarding the raised issues. Therefore, the intense elaboration and critical discussion of the theoretical fundament is a central aim of this course. In addition, we link this discussion into relevant elements that increasingly determine the firm and its environment, namely sustainability as well as digitalization.

### III. Dates, content of sessions and suggested readings

#### Introduction to the Course (March 10):

In this session you get all necessary information regarding your course participation:

Introduction & overview

Assignment of impulse presentations

What is strategy?

#### Laying the Fundament for Understanding Competitive Advantage (March 17)

In this session fundamental issues are introduced to lay the basis for the coming sessions with impulse presentations and discussions:

Strategic management process

Fundamental strategic orientations: Shareholder value versus stakeholder value

*Suggested Readings: Royer, Waterhouse, Brown, and Festing (2008); Royer (2005: 68–87); Hoskisson, Gambeta, Green, and Li (2018).*

#### Industrial Organization & External Analysis (March 24 & 31)

In these sessions we reflect on the market-based view of the firm and discuss the implications for strategy development today, specifically in the context of sustainability and digitalization:

Theoretical perspective: Industrial organization

Evaluating external opportunities and threats: Tools for external analysis, i.e., analysis of the macro environment, industry analysis, strategic group analysis

Impact of sustainability issues and digitalization on the firm environment

*Suggested Readings: Porter (2008); Royer (2005: 87–94); Stabell and Fjeldstad (1998); Royer and Simon (2023).*



**Presentations on March 31:**

Impulse presentation #01: Smol, Szołdrowska, and Duda (2024)

Impulse presentation #02: Pangarkar and Prabhudesai (2024)

Impulse presentation #03: Meilich (2019)

**No sessions held on April 14 (EUF Easter break) & April 21 (Easter Monday, Public Holiday)**

Resource- and Capabilities-oriented Perspectives & Internal Analysis (April 07 & 28 & May 05)

In these sessions we reflect on the resource-based view of the firm as well as the dynamic capabilities view and discuss about valuable resources in the context of increasing relevance of sustainability as well as challenges and opportunities in the context of digitalization:

Theoretical perspective: Resource-based view & Dynamic capabilities view

Evaluating the firm: Tools for firm analysis, i.e., strengths and weaknesses profiles, value chain analysis, resource analysis

Impact of sustainability issues and digitalization on resources and capabilities

*Suggested Readings: Barney (1991); Barney (2011: 115–151); Collis and Montgomery (1995/2008); Eisenhardt and Martin (2000); Hart (1995); Hart and Dowell (2011); Peteraf and Barney (2003); Royer (2005: 94–109); Gretzinger, Royer, and Leick (2024); Royer and Simon (2024).*

**Presentations on April 28:**

Impulse presentation #04: Donnellan and Rutledge (2019)

Impulse presentation #05: Elf, Werner, and Black (2022)

Impulse presentation #06: Khan, Daddi, and Iraldo (2020)

**Presentations on May 05:**

Impulse presentation #07: McDougall, Wagner, and MacBryde (2019)

Impulse presentation #08: Lau and Wong (2024)

Impulse presentation #09: Coppola, Voller, and Siano (2023)

Developing Strategy: Competitive Advantage & Business Models (May 12 & 19 & 26)

In these sessions we bring together the resource-oriented understanding with developing strategy on the business and the corporate level in different contexts, and thereby also consider a business model perspective:

Competitive strategy

Corporate strategy: Vertical integration and the scope of the firm & Diversification strategy

Business models in a sustainability-oriented and digital context

*Suggested Readings: Beckmann, Royer, and Schiavone (2016); Geissdoerfer, Vladimirova, and Evans (2018); Grant (2010: 347-368; 401-418); Whittington, Angwin, Regnér, Johnson, and Scholes (2023: Chapters 8 & 9); Royer, Baumann, and Głodek (2024).*

**Presentations May 19:**

Impulse presentation #10: Menz et al. (2021)

Impulse presentation #11 Bigelow and Barney (2021)

Impulse presentation #12 Bocken, Short, Rana, and Evans (2014)

**Presentations May 26:**

Impulse presentation #13: Palmié, Aebersold, Oghazi, Pashkevich, and Gassmann (2024)

Impulse presentation #14: Trapp, Kanbach, and Kraus (2022)

Impulse presentation #15: Bankel and Govik (2024)



### [Transcending Firm Boundaries: Inter-organizational Competitive Advantages \(June 02\)](#)

In these sessions we want to investigate the challenges and opportunities of gaining competitive advantages jointly with partners:

Theoretical Perspective: Relational View

Evaluating inter-organizational competitive advantage

*Suggested Readings: Dietl, Royer, and Stratmann (2009); Dyer and Singh (1998); Dyer, Singh, and Hesterly (2018); Lavie (2006)*

**No session held on June 09 (Whit Monday, Public Holiday).**

### [Concluding Reflections on Strategy \(June 16\)](#)

This final session is reserved for bringing together our lessons learnt, the evaluation of the course as well as a feedback round

**You find all the suggested readings as well as the articles to be covered in the impulse presentations in the list of references below!**

## **IV. 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 in the Master study program International Management Studies - BWL at 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.

To achieve the 5 CP in the lecture part the following activities are expected:

- Impulse presentation (15 minutes) + moderation of discussion (15 minutes) for an assigned article from the course
- Upload of slide presentation prepared for that on moodle on the day of the presentation (before the session starts)

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## **V. Contact**

For further information please check our website [www.uni-flensburg.de/strategie](http://www.uni-flensburg.de/strategie) and the Moodle3 group or contact our team. This course will be held by Prof. Dr. Susanne Royer ([royer@uni-flensburg.de](mailto:royer@uni-flensburg.de)).



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