

MIM S2 01: Case Studies in Strategy – Course Outline

I. Location and Time

Semester:	Spring Term 2025	Credit Points: 5
Time:	Mondays, 08:30 - 10:00	Room: NN

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 10	No regular session, visit lecture later this day
Mar 17	Introduction, working with case studies and online group formation.
Mar 24	No session, time for students to prepare the class cases for the coming sessions.
Mar 31	Intro-case: »Madonna vs Taylor Swift«, final group adjustments
Apr 07	Class-case: Aldi and Walmart: On a Collision Course? , Ivey Publishing 2023.
Apr 14	No session, Easter break
Apr 21	No session, Easter break
Apr 28	Guest lecture: Strategy at GP JOULE GmbH (Dr. Oke-Chr. Beckmann, CCO), tbc
May 05	Student case I
May 12	Student case II
May 19	Student case III
May 26	Student case IV
Jun 02	Student case V
Jun 09	No session, Whit Monday
Jun 16	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 group has been set up for this course. You will be given the password to this group in the first session of the course. 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 obtain 10 credit points for the module: 5 CP for the lecture and 5 CP for the case study course.

Active participation in the case discussions is expected. The case study course includes the following requirements:

(1) Group task (2-4 students): case presentation (50%):

- Responsibility for 90 min
 - Hold a presentation of max. 45 min
 - Lead discussion/ interaction of min. 45 min
- Address and answer the case questions.
- Upload the slides on Moodle in PDF-format on the day of your presentation.

(2) Individual task (50%):

- Each student hands in a paper on the **key learnings** from all cases discussed in class (5 – 10 pages, 12 pt Times New Roman, 1,5 lines, margins at 2,5 cm all around). Please address the following questions:
 - *In this course, we have used case studies to illustrate real-life examples. What lessons can we learn from case studies? Answer this question (1) in general, (2) support your answer with reference to the case studies used in this course.*
 - *What are theories? What are analytical tools, and how useful are they? First, answer these questions in general terms, then choose min. two of the tools and their theoretical underpinnings (and/or theoretical perspectives) applied in this course and reflect critically on them. Include your own experience from working with your case study, as well as what you have learnt in the »Strategic Management« lecture.*
- Make references to course materials such as slides, articles, and the case studies discussed. Please include page numbers in your references where possible.
- Submission: **04 July 2025**

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 Dr. Maike Simon (maike.simon@uni-flensburg.de).

