

MIM S2 01: Case Studies in Strategy – Course Outline

I. Location and Time

Semester:	Spring Term 2026	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 09	No regular session, visit lecture later this day
Mar 16	Introduction, working with case studies and online group formation.
Mar 23	Intro-case: »Taylor Swift«, final group adjustments
Mar 30	No session, Easter break
Apr 06	No session, Easter break
Apr 13	Q&A, time to prepare the class cases for the coming sessions.
Apr 20	Class-case: Aldi and Walmart: On a Collision Course? , Ivey Publishing 2023.
Apr 27	No session, time to prepare the student cases for the coming sessions.
May 04	Student case I
May 11	Student case II
May 18	Student case III
May 25	No session, Whit Monday
Jun 01	Student case IV
Jun 08	Student case V
Jun 15	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 Moodle. 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: **30 June 2026**

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).

