

MIM S2 01: Case Studies in Strategy – Course Outline

I. Location and Time

Semester:	Spring Term 2020	Credit Points: 5
Time:	Mondays, 08:30 - 10:00	Room: HEL 162

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:** No session on the Monday this week, field trip to Lidl including a company tour and a lecture on Friday, March 27 (08:00 - 16:00 at Lidl Vertriebs-GmbH + Co. KG, Industriestraße 5, 24647 Wasbek)
- Mar 30:** Intro-Case: »Madonna«; Final group adjustments
- Apr 06:** Class-Case: Cola Wars Continue: Coke vs. Pepsi in 2010, HBS Case 2011.
- Apr 13:** No session, Easter Monday
- Apr 20:** Class Case: The Dutch Flower Cluster, HBS Case 2013.
- Apr 27:** Student Case 1: Global Wine War 2015: New World versus Old, HBS Case 2016.
- May 04:** Student Case 2: Aldi: The Dark Horse Discounter, HBS Case 2016.
- May 11:** Student Case 3: Sustainability at IKEA Group, Inc., HBS Case 2015.
- May 18:** Student Case 4: Tesla Motors, Inc., HBS Case 2015.
- May 25:** Student Case 5: Disruption in Detroit: Ford, Silicon Valley, and Beyond (A), UC Berkeley Case 2016.
- Jun 01:** No session, Whit Monday
- Jun 08:** Conclusions and Feedback, Course Evaluation.



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IV. Course Material

All **cases** can be purchased. They are available to download on: <https://cb.hbsp.harvard.edu/cbmp/pages/discipline/strategy>.

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 2-5 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 Prof. Dr. Susanne Royer (royer@uni-flensburg.de) and Maike Simon, M.Sc. (maike.simon@uni-flensburg.de).

