

# Basics in Strategy Gr. 1

**EM1F4M43A1**

## Program

**Bachelor**  
BAI 3A Bachelor Affaires Internationales

## UE

Basics in Strategy

## Semester

A

## Discipline

Strategy

## Contact hours

27 H

## Number of spots

45

## ECTS

5

## Open to visitors

Yes

## Language



## Coordinator

Amélie BOUTINOT



## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Amélie BOUTINOT	<a href="mailto:amelie.boutinot@em-strasbourg.eu">amelie.boutinot@em-strasbourg.eu</a>	27 h

## Pedagogical contribution of the course to the program

### **LEARNING GOAL 1 : Students will know, understand, and use management tools appropriately.**

Students will demonstrate knowledge of management tools in their scope of action.

Students will know how to implement their knowledge within an organization.

### **LEARNING GOAL 2 : Students will demonstrate awareness of ethical business practices, diversity and sustainable development.**

Students will understand their business organization's responsibility regarding diversity, sustainable development and ethics.

### **LEARNING GOAL 3 : Students will be able to adapt effectively in an international environment.**

Students will understand the management issues of an international business organization

Students will communicate their ideas effectively, both orally and in writing, in French and in two additional languages.

Students will demonstrate their ability to learn and take action when working in intercultural teams.

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## Description

This course entitled "Basics in Strategy" provides students with theoretical and practical foundations of strategic management. The objective of this course is to enable students to acquire (1) the core concepts of strategy and (2) the necessary tools to implement strategy in today's organizations.

The various themes of the course are developed through theoretical and practical tools, illustrated with a variety of concrete examples of companies around the world, and applied through regular groupworks. The students will be invited to embody a company working in an environment where strategic decisions need to be taken.

The course will be organized on the basis of blended learning, mixing mostly on-site sessions and a few online asynchronous sessions.

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## Teaching methods

### **Face-to-face**

- Lectures
- Tutorials
- E-learning

### **In group**

- Projects
- Case studies/texts
- Other :

### **Interaction**

- Games (educational, role play, simulation)

## Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Define** the basic concepts in strategy
  - - (level 3) **Apply** a strategic framework on a real-life situation
  - - (level 3) **Sketch** concrete action plans
  - - (level 5) **Synthesize** a company situation
  - - (level 6) **Justify** strategic choices
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### Affective domain

Upon completion of this course, students should be able to

**None affective domain have been associated with this course yet**

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## Outline

Session 1 Introducing strategy part 1 and foundations of corporate strategy (onsite)

Session 2 External diagnosis - Analyzing the macro-environment, the industry and sector. Theory, concepts and frameworks (online, asynchronous)

Session 3 External diagnosis - Analyzing the macro-environment, the industry and sector. Groupwork (onsite)

Session 4 Internal diagnosis - Resources and Competences, corporate culture. Theory, concepts and frameworks (online, asynchronous)

Session 5 Internal diagnosis - Resources and Competences, corporate culture. Groupwork (onsite)

Session 6 Business and corporate strategies. Theory, concepts and frameworks (online, asynchronous)

Session 7 Business and corporate strategies. Groupwork (onsite)

Session 8 Preparation for group defence. Groupwork (onsite)

Session 9 Group defence. Groupwork (onsite)

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**No prerequisite has been provided**

### Knowledge in / Key concepts to master

None, this course is dedicated to providing students with the basic concepts and frameworks of strategic

management

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## Teaching material

### Mandatory tools for the course

- Computer
- Other :

### Documents in all formats

- Worksheets

### Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments

### Software

- Other :

### Additional electronic platforms

**No items in this list have been checked.**

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## Recommended reading

Main reading material

- Johnson, Scholes, Whittington and Fréry (2021), Exploring Strategy, Pearson Education
  - McKeown (2012), The Strategy Book: How to Think and Act Strategically to Deliver Outstanding Results, FT Press
  - Jones, M. and Silberzahn, P. (2013), Constructing Cassandra: Reframing Intelligence Failure at the CIA, 1947-2001, Stanford Security Studies
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Additional literature

**No reading material has been provided.**

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### EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

**No reading material has been provided.**

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## Assessment

### List of assessment methods

#### **Intermediate assessment / continuous assessment 1** Class no. 3, 5, 7

Written (20 Min.) / Individual / English / Weight : 40 %

**Details :** In order to make sure students progress in learning the fundamental notions of strategic management, individual tests will be done during sessions 3, 5 and 7.

**This evaluation is used to measure L01.1, L02.1, L03.1**

#### **Intermediate assessment / continuous assessment 2** Class no. 3, 5, 7, 9

Written and oral / Group / English / Weight : 60 %

**Details :** In order to make sure students practice the strategic management knowledge, group works will be done by filling in some written worksheets during sessions 3, 5 and 7. They will also make an oral of their work during the final session (session 9).

**This evaluation is used to measure L01.1, L01.2, L02.1, L03.1, L03.2, L03.3**