

Name : Business Strategy and Corporation					
module/course code	Student workload	Credits (ECTS)	Semester	Frequency	Duration
IAB81002	510 (minutes/week)	4.53 ECTS	1	Odd	1x per semester
	Types of courses :	Contact hours :		Independent study	Class size X students
	Face to face	150 minutes/week		360 minutes / week	15 students
1	Prerequisites for participation : ---				
2	<p>Learning outcomes (insert CPMK)</p> <p>KK3.1 Able to analyze valid and important information and data about trends in socio-cultural and behavioral aspects of business organizations with utilizing quantitative analysis methods, data management, and skills diagnostic problem-solving skills for the decision-making process</p> <p>KK3.2 Able to evaluate leadership traits and behaviors that influence key stakeholders for the decision-making process</p> <p>KK3.3 Able to analyze the global competitive environment and changes in various business practices and implement relevant change management</p> <p>PP1 Mastering stakeholder theory, systems, decision making, change, value creation, innovation, social behavior, and organizational theory and business administration, business and corporate strategy, business ethics;</p> <p>PP2 Mastering cross-cultural theory in managing global business, human capital management, and value chain theoretical concepts;</p> <p>PP3 Mastering the theory of public policy, political economy, international business and business law;</p>				
3	<p>Description :</p> <p>This subject provides a comprehensive examination of innovation management theory and concepts and their practice in local and international contexts. Topics include several innovation management courses, namely, innovation processes and strategies, development of new products and services, innovation issues, innovation and intellectual rights, techno-entrepreneurship, managing and fostering innovation</p>				
4	<p>Subject aims/Content :</p> <p>Part I: New Competitive Landscape</p> <p>1. Corporate collapse and the impetus for innovation</p> <p>2. Arena in Industrial Competition</p> <p>3. Time Based Competition</p> <p>Part II: Market-Based View</p> <p>4. Industrial Evolution</p>				

	<p>5. <i>Industry Structure Analysis</i> Part III: Resource-Based View (RBV) 6. <i>Resources, Capabilities, and Core Competencies</i> 7. <i>Value Chain Analysis</i> Part IV: Corporate Strategy, Internationalization and Global Strategy 8. <i>Portfolio Theory and Strategic Direction</i> 9. <i>Mergers, Acquisitions and Strategic Alliances</i> 10. <i>Internationalization and Globalization Strategy</i> Part V: Disruptive Innovation and Dynamic Rivalry 11. <i>Hypercompetition and Unsustainable Competitive Advantage</i> 12. <i>New Market Exploration</i> 13. <i>Creating and Managing Disruption Case Studies</i></p>
5	<p>Teaching methods: Lectures are held face-to-face by lecturers for (150 minutes) x 14 meetings</p>
6	<p>Assessment methods: 20% presentation 20% discussion Task 10% MID-TERM EXAM 25% FINAL-TERM EXAM 25%</p>
7	<p>Other information e.g. bibliographical references :</p> <ol style="list-style-type: none"> 1. Main: <ol style="list-style-type: none"> a) Barney, JB (2002). <i>Gaining and Sustaining Competitive Advantage</i>. b) Barney, JB and Clark, DN (2007). <i>Resource-Based Theory. Creating and Sustaining Competitive Advantage</i>. Oxford: Oxford University Press. c) Christensen, CM (1997). <i>The Innovator's Dilemma. When New Technologies Cause Great Firms to Fail</i>. Massachusetts: Harvard Business Review Press. d) D'Aveni, RA (1994). <i>Hypercompetition. Managing the Dynamic of Strategic Maneuvering</i>. New York: The Free Press e) Goold, M., Campbell, A., Alexander, M. (1994). <i>Corporate-Level Strategy: Creating Value in the Multibusiness Company</i>. New jersey: Wiley f) Hamel, G. & Prahalad, CK (1994). <i>Competing for the Future</i>. Massachusetts: Harvard Business School Press. g) Porter, ME (1980). <i>Competitive Strategy. Techniques for Analyzing Industries and Competitors</i>. New York: The Free Press h) Porter, ME (1985). <i>Competitive Advantage. Creating and Sustaining Superior Performance</i>. New York: The Free Press 2. Supporter <ol style="list-style-type: none"> a) Campbell, D., Stonehouse, G. and Houston, B. (2002). <i>Business Strategy. An Introduction</i>. Oxford: Butterworth-Hainemann b) Hitt, MA, Ireland, RD and Hoskisson, RE (2013). <i>Strategic Management. Competitiveness and Globalization</i>. Singapore: Cengage learning

	<p>c) <i>Stalk, G., Jr. and Hout, TM (1990). Competing Against Time. How Time-Based Competition is Reshaping Global Market. New York: The Free press</i></p> <p>d) <i>Wheelen TL and Hunger, JD (2012). Strategic Management and Business Policy. Toward Global Sustainability. New York: Pearson</i></p> <p>e) <i>Osterwalder, A., Pigneur, Y., & Barnarda, G. (2015). Value proposition Design. New Jersey: Wiley</i></p> <p>f) <i>Kruhler, M. (2012). Managing Business Portfolio Effectively: On the Explanatory Power of Parenting Advantage Concept. Hamburg: Springer</i></p>
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