

International Business Strategy

Philipps-University Marburg
Bachelor program
IUSP in Marburg – Summer Term

Course Pre-requisites

For advanced bachelor students

Learning objectives

The course “International Business Strategy” focuses on theories, concepts and tools of strategic management on the business level. The central aim of strategic management is to secure the long-term success of companies. The goal of the course is for course participants to understand how strategies are developed comprehensively on the business unit level.

Course description

The course starts with a brief description of the concept of strategy and important theoretical foundations of strategic management. Then, the course follows the generic strategy process. First, the most important instruments and frameworks of external and internal strategy analysis are discussed. The next part of the course then comprises an overview of approaches to strategy formulation. In this context, cost-/price-leadership, differentiation, and outpacing positions will be discussed in more detail. Issues of strategic dynamics and sustainability as well as of strategic innovation will be also addressed. Additionally, aspects of strategy formulation in the international context are covered, followed by a discussion of important concepts of strategic choice. The course closes with a brief overview of implementation issues.

In this course, a combination of lectures, class discussions, exercises and case studies will be used. Thus, for the class to work well, all students are expected to arrive in class, having read the assigned cases and to be prepared to offer and defend their analyses and recommendations. The course consists of classic lecture sessions as well as accompanying exercise sessions.

Required Textbooks and Readings

Johnson, G., Scholes, K.; Whittington, R., Angwin, D., Regnér, P.: Exploring Strategy, 11th ed., Harlow 2017.

Brandenburger, A., Nalebuff, B.: The Right Game: Use game theory to shape strategy, Harvard Business Review 1995, No. 4, p. 57 – 71.

Kim, W., Mauborgne, R.: Creating New Market Space, Harvard Business Review 1999, No. 1, p. 83 - 93.

Kim, W., Mauborgne, R.: Blue Ocean Strategy, Harvard Business Review 2004, Nr. 10, S. 76 – 84.

Porter, M.: What is Strategy?, Harvard Business Review 1996, No. 6, p. 61 – 78.

Porter, M.: The five Competitive Forces that Shape Strategy, Harvard Business Review 2008, No. 1, p. 79 - 93.

Academic Plan

1. Fundamentals of Strategic and International Management
2. Strategy Analysis
3. Strategy Formulation
4. Sustainability of Competitive Strategies
5. Strategic Innovation
6. Strategic Choice
7. Internationalization Strategies
8. Strategy Implementation

Grading Policy

Your course grade is based on a written exam.

Components of the course

Lecture and tutorial (both in English)