



**RIGA
GRADUATE
SCHOOL OF
LAW**

Course Outline

Course number	RBB152				
Course title	Business Strategy				
Credit points	3 ECTS				
Total hours	75				
Contact hours	32				
Independent studies	43				
Course level	Bachelor				
Prerequisites	Introduction to Business				
Category	Mandatory	X	Restricted elective		Free elective

COURSE RESPONSIBLE

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Waleed Gumaa	MBA, BA	Lecturer

COURSE TEACHERS

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Waleed Gumaa	MBA, BA	Lecturer

COURSE ABSTRACT

Strategic vision and action are necessary to enhance a company's competitive superiority, achieve superior performance, and improve its value. Business strategy

introduces, explains, and analyses the activities needed to develop, select, implement, and evaluate a firm's competitive strategy. This course is designed to illustrate development, implementation, and reformulation of business strategy. Emphasis is placed on the need for awareness of, and accommodation to, changes in an organisation's internal and external environments.

GRADING CRITERIA

Criteria	Weighting
Online Quizzes	30%
Case Study & Presentations	70%

COURSE REQUIREMENTS

The course will be assessed using 3 methods:

- 1. 4 Quizzes:** Quiz will open after completion of a main subject and will be announced in class. Quizzes will open at 5pm on the day assigned and close 9am the next morning. They are timed based on the number of questions. Missed quizzes cannot be retaken! Each quiz consists of 50 questions and have to be completed within 40 minutes once started.

- 2. Final Assessment:** The final assessment is group work and consists of a case study made up of 2 parts:
 - a. Presentation** - All team members must present and be involved in the subsequent questions & answers session. Presentations count for 50% of the case grade.

 - b. Report** - The report will count for 50% of the case grade. The specifics of the report will depend on the case assigned.

The case will be assigned in advance in order to give you time to prepare. Groups will be assigned randomly and students must ensure that all participants adhere to good working practises and do their part. The work will be submitted and presented by the team and all members will receive the same mark.

COURSE PLAN – MAIN SUBJECTS

No.	<i>Main subjects</i>	<i>Planned hours</i>
1	Strategic Management	8
2	Environmental Analysis	8
3	Industry & Competitor Analysis	8
4	Internal Appraisal	8