



**RIGA
GRADUATE
SCHOOL OF
LAW**

Course Outline

Course number	RBC211					
Course title	Applied Business Strategy					
Credit points	3 ECTS					
Total hours	75					
Contact hours	32					
Independent studies	43					
Course level	Bachelor					
Prerequisites	RBB152 - Business Strategy					
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
Christoffer Schneider	Prof. Dr.	Visiting Professor

COURSE ABSTRACT

Strategic vision and effective execution are essential for achieving sustainable competitive advantage and long-term organisational performance. Applied Business Strategy builds on the foundations established in the Business Strategy course and focuses on the practical application of strategic concepts in complex organisational contexts.

The course examines how corporate, business, and functional strategies are formulated, evaluated, and implemented, with particular attention to multi-business firms, conglomerates, and organisations operating in global and regulated environments. Students will apply established strategy frameworks and analytical tools to real-world cases, evaluate strategic

trade-offs, and assess the impact of strategic decisions on organisational performance, governance, and risk.

Emphasis is placed on managerial judgement, data-informed decision-making, and the alignment between strategic choices, organisational structures, and ethical responsibilities. By the end of the course, students will be able to develop coherent and defensible strategic recommendations and translate strategic analysis into actionable managerial decisions.

GRADING CRITERIA

The course is assessed through a combination of online quizzes and a final applied case study, designed to evaluate students' achievement of the course learning outcomes.

Assessment focuses on students' ability to apply strategic concepts, frameworks, and analytical tools to real-world business situations, integrate knowledge from prior business and finance courses, and demonstrate sound strategic judgement.

Online multiple-choice quizzes are delivered online and are time-limited. Each quiz consists of 50 questions to be completed within a 40-minute window. The quizzes assess students' understanding of key strategic concepts and their ability to analyse short scenarios, interpret data, and select appropriate strategic tools.

The **final case study** constitutes the integrative assessment of the course. It may be completed individually or in pairs. The required length of the report will depend on the chosen option. In the final case study, students are expected to conduct strategic analysis, evaluate strategic alternatives, and develop coherent, well-justified strategic recommendations. This assessment requires students to integrate strategic analysis with considerations of corporate governance, risk management, and ethical decision-making, and to demonstrate independent strategic thinking and professional judgement.

Detailed instructions for the final case study, including submission requirements and evaluation criteria, will be provided on the course portal prior to the release of the case.

Students must comply with the institution's academic integrity policy, and any unauthorised use of artificial intelligence tools or failure to acknowledge their use may constitute academic misconduct.

Criteria	Weighting
Online Multiple Choice Quizzes	35%
Final Exam – Case Study	65%

COURSE REQUIREMENTS

Students must have successfully completed the Business Strategy course offered in the second year, or an equivalent course, prior to enrolment. Students are expected to attend and actively participate in all scheduled lectures and seminars, and to complete the assigned readings and learning materials in preparation for each session.

COURSE PLAN – MAIN SUBJECTS

<i>No.</i>	<i>Main subjects</i>	<i>Planned hours</i>
1	Business Strategy Recap & Strategy Formulation	4 Hours
2	Corporate Strategy Alternatives	6 Hours
3	Business Strategy Alternatives	8 Hours
4	Strategic Choices	4 Hours
5	Strategic Implementation Issues	2 Hours
6	Blue Ocean Strategy	8 Hours