



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
Julia Hansch	Prof. Dr.	Visiting Professor

COURSE ABSTRACT

Strategic vision and action are necessary to enhance a company's competitive superiority, achieve superior performance, and improve its value. Applied Business Strategy continues from the Business Strategy Course and continues with a deeper understanding of why certain strategies are implemented and the impact they could have. The course explores new models that are particular to conglomerates and large businesses with multiple business units.

GRADING CRITERIA

The course will be assessed through your ability to solve a business case using the tools you will acquire throughout the course as well as draw on the knowledge you gained from other business and finance courses. Multiple choice quizzes will be online and timed. Each quiz consists of 50 questions to be completed in a window of 40 minutes.

The final case study may be done individually or in pairs. The length of the report will be determined based on the aforementioned option. Instructions on the case study will be given on the portal before the case is assigned.

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 have taken a course that is equivalent. Students are expected to attend and follow all the lectures as well as read the materials provided.

COURSE PLAN – MAIN SUBJECTS

No.	Main subjects	Planned hours
1	Business Strategy Recap & Strategy Formulation	2 Hours
2	Functional Strategy - Procurement Function, Strategic Process & Case Study	8 Hours
3	Corporate Strategy Alternatives	6 Hours
4	Business Strategy Alternatives	2 Hours
5	Strategic Choices	4 Hours
6	Strategic Implementation Issues	2 Hours
5	Corporate Control & Governance	8 Hours