



Course Outline

Course number	RBC211				
Course title	Applied Business Strategy				
Credit points	3 ECTS (2 CP)				
Total hours	80				
Contact hours	32				
Independent studies	48				
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
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.

Criteria	Weighting
Attendance	10%
Mid-Term Exam – In Class	30%
Final Exam – Case Study	60%

COURSE REQUIREMENTS

Students must have successfully completed the business strategy course offered in year 2. Students are expected to attend and follow all the lectures as well as read the materials provided. Attendance will count for 10% of the grade.

In order to be admitted to the final case study (final exam), students must have attempted the mid-term exam (students must show a reasonable attempt on the mid-term).

The final case study can be done individually or in pairs. Instructions on the case study will be given on the portal before the case is assigned.

COURSE PLAN – MAIN SUBJECTS

No.	Main subjects	Planned hours
1	Strategic Management & Strategic Formulation	4 Hours
2	Corporate Strategy Alternatives	12 Hours
3	Strategic Choices	8 Hours
4	Corporate Control & Governance	8 Hours