



# *The Hebrew University of Jerusalem*

## *Syllabus*

### **STRATEGIC MANAGEMENT - 55510**

*Last update 24-07-2017*

*HU Credits:* 3

*Degree/Cycle:* 1st degree (Bachelor)

*Responsible Department:* business administration

*Academic year:* 0

*Semester:* 1st and/or 2nd Semester

*Teaching Languages:* Hebrew

*Campus:* Mt. Scopus

*Course/Module Coordinator:* Dr. Ohad Ref

*Coordinator Email:* [refo@huji.ac.il](mailto:refo@huji.ac.il)

*Coordinator Office Hours:*

*Teaching Staff:*

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Dr. Ohad Ref  
Dr. Shai Harel

Course/Module description:

*This course deals with the business strategy both from the theoretical and practical aspects. The course bestows tools for analyzing strategic situations, for defining and choosing a competitive advantage for one's organization, and describing the organizational context which will enable the strategy that was chosen. In the field of the strategy we rarely find one "correct" answer, thus, during the course we will learn the concepts, processes and frameworks which will enable the students to face different problems that stand in front of organizations in relation of development of business strategy.*

Course/Module aims:

*The main target of the course is to encourage strategic thinking which is based on integrative analysis in which the organization operates.*

Learning outcomes - On successful completion of this module, students should be able to:

- To develop the ability to analyze business issues in a strategically*
- The learn the central models in the strategy and their application*
- Teach the students the knowhow of strategic planning and strategic*
- The a purchase of managerial perspective in planning, design, application and control of business strategy*
- Development of ability to communicate both orally and in writing of subjects of business strategy*

Attendance requirements(%):

80

*Teaching arrangement and method of instruction: Lectures, presentations, and a final exam.*

Course/Module Content:

*Class Subject Assignments Readings  
Class 1 Basic Concept, Strategic Compass Chapter 1  
Class 2 Market Based View Chapter 2  
Class 3 Market Based View - Part 2  
Class 4 Resource Based View 1 Chapter 3  
Class 5 Resource Based View - Part 2*

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Class 6 Generic Strategies chapter 4  
Class 7 Patents and Other Propriety - Guest Lecture  
Class 8 Growth Strategies In High Tech 2 Chapter 5  
Class 9 Growth Strategies In Low Tech  
Class 10 Corporate Strategy Chapter 6  
Class 11 International Strategy 3 Chapter 8  
Class 12 Business Intelligence - Guest Lecture  
Class 13 Entrepreneurship Chapter 13  
Class 14 Conclusion 4

Required Reading:

Hitt Michael, A., Ireland R. Duane, and E. Hoshisson Robert. "Strategic management: Competitiveness and globalization." Thomson, SouthWestern (2005) – In Hebrew

Additional Reading Material:

Grant, R.M. (2010) Contemporary Strategy Analysis, 7th edition. Blackwell Publications

Course/Module evaluation:

End of year written/oral examination 50 %  
Presentation 0 %  
Participation in Tutorials 0 %  
Project work 50 %  
Assignments 0 %  
Reports 0 %  
Research project 0 %  
Quizzes 0 %  
Other 0 %

Additional information: