



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Strategic Management - 55510*

*Last update 29-08-2024*

*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. Sarit Weisburd*

*Coordinator Email: [sarit.weisburd@mail.huji.ac.il](mailto:sarit.weisburd@mail.huji.ac.il)*

*Coordinator Office Hours: Before/after the lesson*

*Teaching Staff:*

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Dr. Weisburd Sarit

Course/Module description:

*This course deals with business strategy both from a theoretical and practical perspective. 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 chosen strategy. In the field of the strategy we rarely find one "correct" answer, thus, we will learn the concepts, processes and frameworks that drive the development of business strategy.*

Course/Module aims:

*The main target of the course is to encourage strategic thinking which is based on integrative analysis of organizational factors. The course introduces tools that facilitate strategic analysis, encouraging a theoretical understanding of the strategic process and hands-on experience.*

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

- Learning central concepts in strategy and gaining hands-on experience in applying them to actual firms*
- Developing analytical skills and managerial perspective in planning, designing, and applying business strategy*
- Gaining practical experience by analyzing organizations and deriving managerial recommendations*
- Developing skills to communicate (both orally and in writing) subjects of business strategy*

Attendance requirements(%):

80

*Teaching arrangement and method of instruction: The course encourages active learning, combining lectures, class exercises, case studies and simulations. The students will work in teams on the course assignments and final project.*

Course/Module Content:

- +What is Strategy?*
- +Pricing Strategies*
- +External Analysis of an Industry*

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- +Internal Analysis of a Firm
  - +Creating Competitive Advantage
  - +Management Strategies
  - +The Industry Lifecycle - Change & Growth

Required Reading:

*Modern Competitive Strategy 4th Edition, 2016 (Gordon Walker & Tammy Madsen)*

Additional Reading Material:

*Economics of Strategy – 7th Edition, 2017 (Besanko, Dranove, Shanley, & Schaefer)*

*Principles of Pricing, 2012 (Vohra & Krishnamurthi)*

*Blue Ocean Strategy, 2004 & 2015 (Kim & Mauborgne)*

*The Right Game: Use Game Theory to Shape Strategy, 1995 (Brandenburger & Nalebuff)*

Grading Scheme:

*Essay / Project / Final Assignment / Home Exam / Referat 50 %*  
*Presentation / Poster Presentation / Lecture/ Seminar / Pro-seminar / Research proposal 15 %*  
*Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 35 %*

Additional information: