



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Business Strategy - 55821*

*Last update 13-11-2019*

*HU Credits: 3*

*Degree/Cycle: 2nd degree (Master)*

*Responsible Department: Business Administration*

*Academic year: 0*

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

*Teaching Languages: English and Hebrew*

*Campus: Mt. Scopus E. Safra*

*Course/Module Coordinator: Dr. Dan Marom*

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

*Coordinator Office Hours: Schedule via email*

*Teaching Staff:*

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Dr. DAN MAROM

Course/Module description:

The course focuses on the management of firms and the work of the top management team. It examines the effect of the firms' external environment and competitive setting on its evolution and structure. The course focuses on the analysis of the firm's environment, an identification of its resources, and an analysis of the strategies it pursues in terms of competition and growth as well as strategies that are determined at the corporate level. The course aims to understand the sources for a sustainable competitive advantage—that is, to explain how firms are able to earn more than their competitors over long periods of time. The course is based on theoretical foundations and an application of ideas from other business school course. The course involves lectures and case analyses.

Course/Module aims:

The course will expose students to 1) issues impacting the strategic management of the firm, 2) the language and terminology of the field of Strategy, 3) the theories which have been driving research in the field, and 4) the prevalent models that are used when discussing strategy.

The course will allow students to accumulate terms, concepts, analytic lenses, and business models that relate to Strategy at the business unit and firm levels.

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

The course will develop students' strategic analytic capabilities. It will increase their facility with determining a strategic direction for a firm, understanding the implementation issues involved with these strategies, and assessing their effectiveness.

Attendance requirements(%):

85%

Teaching arrangement and method of instruction: This is a case-based course. Preparation of case studies and group work are the central tools we use to understand theories and business models.

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*More specifically, the course intends to sharpen students' ability to conduct a strategic analysis. During class, students are required to think actively rather than passively. There will be few lectures that they will need to memorize, and the bulk of the course is based on their integration of the material.*

*Further, there are three main assignments and an exam, with relatively open ended questions that require students to demonstrate their ability to synthesize ideas from the course while analyzing firms that surround them.*

*Additionally, the course includes a meeting with a prominent Israeli CEO.*

Course/Module Content:

*See syllabus posted on <http://moodle2.cs.huji.ac.il> at start of semester*

Required Reading:

*See syllabus posted on <http://moodle2.cs.huji.ac.il> at start of semester*

Additional Reading Material:

*See syllabus posted on <http://moodle2.cs.huji.ac.il> at start of semester*

Course/Module evaluation:

*End of year written/oral examination 40 %*

*Presentation 0 %*

*Participation in Tutorials 10 %*

*Project work 0 %*

*Assignments 50 %*

*Reports 0 %*

*Research project 0 %*

*Quizzes 0 %*

*Other 0 %*

Additional information:

*An updated syllabus will be posted on <http://moodle2.cs.huji.ac.il> before the start*

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*of each semester in which the course is given. The details of the "moodle" version should be considered the most up-to-date ones.*