



The Hebrew University of Jerusalem

Syllabus

Growth Strategies - 55822

Last update 09-02-2020

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Ohad Ref

Coordinator Email: refo@huji.ac.il

Coordinator Office Hours: Before/after the lesson

Teaching Staff:

Dr. Ohad Ref

Course/Module description:

The Growth Strategies course focuses on corporate growth and development, particularly in product diversification and geographical diversification (entry into new countries)

Course/Module aims:

The course is designed to assist you in the following fields:

- To develop strategic reasoning about the main growth directions of firms.
- To acquire knowledge of concepts, analytical tools, and a strategic repertoire to analyze the strategies of multi-unit companies and their development.
- To become familiar with and evaluate the main patterns of business deployment, the motives for adopting such strategies, their managerial implications, their potential for success, and the potential problems they entail.
- To acquire the skills to deal with the various dilemmas in international firm expansion.
- To understand the considerations about which activities and businesses should be retained inside a firm (make) and which should be pursued by other means (buy).

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

The course is designed to assist you in the following fields:

- To develop strategic reasoning about the main growth directions of firms.
- To acquire knowledge of concepts, analytical tools, and a strategic repertoire to analyze the strategies of multi-unit companies and their development.
- To become familiar with and evaluate the main patterns of business deployment, the motives for adopting such strategies, their managerial implications, their potential for success, and the potential problems they entail.
- To acquire the skills to deal with the various dilemmas in international firm expansion.
- To understand the considerations about which activities and businesses should be retained inside a firm (make) and which should be pursued by other means (buy).

Attendance requirements(%):

80%

Teaching arrangement and method of instruction:

Course/Module Content:

- 1 Introduction - What is strategy? What is corporate strategy?
- 2 Product & geographic diversification. Why do firms diversify?
- 3 International business strategy. Globalization.
- The internationalization process. Mode of entry (including M&A).
- 4 M&A

- 5 Vertical Integration. Which activities and businesses should be retained inside a firm and which should be pursued by other means?
- 6 Managing multinational & multi-product firms
- 7 Integration

Required Reading:

Grant, Robert M., *Contemporary strategy Analysis*, (9th Ed.), Blackwell, 2016.
Collis David J & Montgomery, Cynthia A. *Corporate Strategy. A resource-based approach*. (2th Ed.), McRaw-Hill, 2005.

Additional Reading Material:

Course/Module evaluation:

- End of year written/oral examination 0 %
- Presentation 0 %
- Participation in Tutorials 0 %
- Project work 0 %
- Assignments 100 %
- Reports 0 %
- Research project 0 %
- Quizzes 0 %
- Other 0 %

Additional information: