



Business Case Studies

General data

Course code:	B19GMK14E
ECTS credits:	7
Type of the course:	Core course
Semester:	Fall
Course restrictions:	<i>none</i>
Course leader (with availabilities):	Márta Somogyvári somogyvari.marta@tkk.pte.hu Phone: +36 72 501 599/ 63384 Office: B 120
Further lecturer(s) (with availabilities):	Atanazovné Hartung Katalin. hartung.katalin@tkk.pte.hu +36 72 501 599/ 23145 Office: B 120

1. Description and aims

This module aims to examine decision alternatives in a strategically important business situation. The course is based on business cases where students have the possibility to explore real business situations, assess the impact of politics and society on critical managerial decisions and elaborate alternative decisions, then estimate the risks and enforceability of these decisions from the company point of view. This course aims to provide a nuanced understanding of strategy and management decisions in a business context.

This module also assists students in developing professional and entrepreneurial skills such as creativity, analysis of ill-structured problems, logical reasoning, problem-solving teamwork.

2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

- 1.critically interrogate and assess the external and internal factors influencing the company (PILO1)
2. Identify the main internal drivers of a business decision(PILO4)
3. link the real facets of a situation to a business model and to a type of strategy (PILO2)
4. explore a new business environment (PILO3)
5. assess possible future outcomes and risks (PILO8)
6. elaborate alternative business solutions to a given problem (PILO6),
7. work in multinational teams (PILO5).

3. Content, schedule

1. Introduction
2. Strategy process
3. External Environment
4. Five Forces Model



5. Internal Environment
6. Business Level Strategy
7. Corporate Level Strategy
8. Reading week
9. Strategy Control
10. Innovation
11. Quality, Service Development
12. Market Development
13. Rivalry

14. Learning and teaching strategy, methodology

This module is delivered via classroom sessions. The first part of the classroom sessions focus on establishing a common theoretical framework of strategic management to explore and interpret business cases. This information serves as a basis for understanding the highly competitive conditions under which contemporary businesses operate.

In the second part of the classroom sessions active and voluntary participation in class discussions is required. The course requires students to be prepared properly for every class, i.e. doing all the required reading and research, to address the readings critically during class, thus displaying a good understanding of the subject matter, to analyse and solve ill-structured problems.

15. Assessment

Formative assessment elements:

Students have to fill collaborative worksheets about cases, problems, strategic issues, they get an instant feedback in the class.

Summative assessment elements:

Individual Assessment	60%	Group Assessment	40%
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Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Coursework	40%	groupwork	written and oral assignments	no	yes	1,2,3,4,5,6,7,8
Final exam	60%	exam	Case study	yes	yes	1,4,6,8

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

16. Learning materials

Core learning Material:



Fred R. David, Francis Forest R. David: Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 16/E. 2017 Pearson

W. Chan Kim, Rénee Mauborgne: Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant HBSP.2015

Michael A. Hitt (Author), R. Duane Ireland (Author), Robert E. Hoskisson: Strategic Management: Concepts: Competitiveness and Globalization 11th Edition. ISBN-13: 978-1285425184

17. Further information

International aspects embedded with the course
International teams work together, they have to interview an SME in a country of one member and assess the strategy of this company. Students have the possibility to assess a strategic failure of a company in their country.
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
Some of the cases includes issues in connection with sustainability (e.g. Borden diary case, Cola Wars, Barilla). In the classes we speak about the ethical and sustainability connections of current strategic issues in the business world.
Connections to the world of practice of the course
Students visit real companies (e.g. car dealerships, stores, retail chains) in Pécs and they solve problems based on their experiences. We discuss some case studies (Harvard Business case studies, and case studies about current issues) as well.