



BUSINESS STRATEGY AND LEADERSHIP

[Prof. Christian STADLER](#)

COURSE AIMS

Students should gain an overview of business studies and should develop their capability to analyze, discuss and develop solutions regarding challenges in the business setting.

COURSE CONTENT

This course is concerned with fundamental issues of management. The emphasis will be on the formulation of business strategy and its implementation as well as organizational and leadership issues. Strategy is concerned with answering two central questions: 1) what businesses should we participate in? and 2) how should we compete? Managing an enterprise successfully requires an answer and successful implementation of the conclusions. To achieve this marketing, organizational, and leadership issues need to be taken into account. In this course, students learn concepts and frameworks that are useful for analyzing and formulating business strategies. Students also develop skills for identifying managerial issues, finding alternative ways to deal with those issues, and evaluating alternative plans of action. In addition, students learn specific analytical techniques for diagnosing the competitive position of a business, evaluating business strategies, and identifying and analyzing specific business options. Finally, they will discuss leadership and organizational issues that affect the long-term performance of companies.

READING LIST

- J.B. BARNEY, *Firm resources and sustained competitive advantage*, Journal of Management, 17, 99-120, 1991.
- A. CHANDLER, *Strategy and Structure*, MIT Press, Cambridge, MA, 1962.
- R.M. GRANT, *Contemporary Strategy Analysis*, Blackwell Publishing, Oxford, 2009.
- M.E. PORTER, *Competitive Advantage*, Free Press, New York, 1980.
- B. WERNERFELT, *A resource-based view of the firm*, Strategic Management Journal, 5, 171-180, 1984.
- C. STADLER, *Enduring Success*, Stanford University Press, Stanford, C.A., 2011.

TEACHING METHOD

Lectures. Teamwork and Discussions. Presentations. Case Studies.

ASSESSMENT METHOD

The assessment is based on cases study discussion, written exam and teamwork.

Professor Christian Stadler will receive students at the times posted.