

Faculty of Commerce and Accountancy
Chulalongkorn University
Course Syllabus – 2602416 Business Strategy

1. Course Number	2602416
2. Course Credit	3
3. Course Title	Business Strategy
4. Faculty/Department	Faculty of Commerce and Accountancy / BBA Program
5. Semester	1
6. Academic Year	2022/2023
7. Instructor	Dr. Oliver Gottschall Tel. : 094 978 7459 E-mail : oliver.gottschall@gmail.com Office hour : Anytime – please make an appointment
8. Condition	
- Prerequisite	2602313 MGT/ORG
9. Status	Required
10. Curriculum	Bachelor of Business Administration (International Program)
11. Degree	Undergraduate
12. Hours/Week	3 hours/week (on average)

13. Course Description

This course attempts to provide you with a comprehensive introductory framework for business strategy and provides you some guidelines for strategic management decision-making. The course is intentionally very practice-oriented. The core of the course is a 10-week strategy simulation, where you will become part of the management team of a large mobile phone company and navigate this company through the ups and downs in the business.

The lecture accompanies the simulation and gives you decision guidelines that you then can apply directly in the simulation. The focus of the lecture will all be around one question: How can a company achieve “above average returns”. We will look at competitive rivalry, acquisitions, restructuring strategies, and internationalization strategies. Towards the end of the course, we will also talk about how to successfully implement a strategy once chosen.

Strategy is an exciting subject, and I am looking forward to many interesting discussions with you in class!

14. Course Outline

14.1 Behavioral Objectives

	Course objectives	Learning Outcome*	Teaching Approach** (Only selected item)	Evaluation Approach*** (Only selected item)
1	Awareness of principles and core frameworks of Business Strategy	1.1 / 1.2	1 / 2	1 / 4 / 17
2	Application of what has been learned in class in a realistic simulation game	4.1 / 4.5	7 / 10 / 16	8 / 11 / 12 / 16
3	Ability to think strategically and apply long-term planning to business issues	3.1 / 3.2 / 3.3	2 / 20	1 / 17
4	Learnings from real business cases	3.1 / 5.1	6 / 21 / 23	1 / 17

14.2 Contents : Weekly topic

Week	Description	Course Objectives	Student Assignments
1	Introduction to Strategic Management	1	Reading
2	Introduction to CESIM	1	Simulation
3	The External Business Environment	1	Reading
4	The Internal Business Environment	1	Simulation
5	Business Level Strategy	1	Simulation
6	Competitive Rivalry and Competitive Dynamics	1	Simulation
7	Corporate Level Strategy	1	Simulation
8	Acquisition and Restructuring Strategies	1	Simulation
9	Half-time Review of Strategy Simulation (1/2)	2	Simulation
10	Half-time Review of Strategy Simulation (2/2)	2	Simulation
11	International Strategy	1	Simulation
12	Cooperative Strategy	1	Simulation
13	Ethics & Corporate Governance	1 / 3 / 4	Reading
14	Final Review of Strategy Simulation	2	Simulation
15	Exam	N/A	N/A
16	Final Presentation of Group Simulation Results	N/A	N/A

(Please see the exact schedule below in the Appendix)

14.3 Teaching Aids – MS PowerPoint, BlackBoard, Line Group, Zoom

15. Course Evaluation

Exam – Individual (40%)

Simulation participation, results, and presentation – Team of 4 (30%)

Strategy Project – Team of 2 (30%)

16. List of Materials

16.1 Required

Articles and Case Studies as distributed in class.

16.2 Optional

Hitt / Ireland / Hoskisson (2019): Strategic Management – Competitiveness and Globalization.

13th edition.

Besanko / Dranove / Shanley / Schaefer: Economics of Strategy. 7th edition.

16.3 Electronic / Web sites

The simulation is hosted on:

<http://www.cesim.com/>

16.4 Social Media

- *YouTube Playlist for this Course:*

https://www.youtube.com/playlist?list=PL_lhmmHwPmVJsEj7mZSyVZxyO4-5HSvng

- *YouTube Channel (“Ajarn Olli”):*

<https://www.youtube.com/channel/UCUItZehI2daadqrEnTz7gaQ>

- *LinkedIn Profile:* <https://www.linkedin.com/in/dr-oliver-gottschall-bb25b114>

- *Instagram:* <https://instagram.com/ajarnolli?r=nametag>

- *Facebook:* <https://www.facebook.com/ajarn.lli>

17. Teaching Evaluation

17.1 Type of Evaluation: **Online evaluation program through BBA website**

Towards the end of the lecture, you will be asked to fill out an evaluation form (either on paper or on-line). Please take the time to fill in the form and write comments on how I can improve the lecture. I take this form of feedback very seriously.

In addition to that, in the last class before the exam, I will ask you to discuss what you liked and what you did not like about the class. You are encouraged to contribute one positive comment (if any) (“I like...”) and at least one suggestion for improvement (“I wish...”). The results are summarized on the board and later in a PowerPoint file and then shared with everyone in class.

17.2 Changes made in accordance with previous teaching evaluation

The content of the lecture is permanently adjusted according to the comments made by participants. Based on last year's comment in a different course, more case studies are applied for this course.

17.3 Discussion or Analysis which develops Desired Characteristics of Chulalongkorn University Graduates

Knowledge

The course helps student develop basic knowledge in Strategic Management and Business Strategy tools and frameworks.

Skills

Through the simulation, students will have the chance to assume the role of managers of a large-scale mobile phone company and build general management and decision-making skills.

Ethics

As part of the discussion on Corporate Governance, various ethical issues regarding management decision-making will be raised.

Social

Through class discussions and joint group work, students also learn to further strengthen their social skills such as teamwork, assertiveness, and listening/argumentation skills.

Notes

Learning Outcome*

Desired Characteristics of Chulalongkorn University Graduates			
1	Knowledge	1.1	Well-round Knowledge
		1.2	In-depth Knowledge
2	Ethics	2.1	Moral and Ethics
		2.2	Professional Ethics
3	Ability to Think	3.1	Critical Thinking
		3.2	Creative Thinking
		3.3	Problem Solving
4	Skills	4.1	Professional Skills
		4.2	Communication Skills
		4.3	Information Technology Skills
		4.4	Mathematical and Statistical Skills
		4.5	Management Skills
5	Lifelong Learning	5.1	Inquisitiveness
		5.2	Knowing how to learn
6	Leadership		
7	Well-being		
8	Community-mindedness		
9	Maintaining Thainess in the Globalized World		

Teaching Approach**	
1	Lecture
2	Discussion
3	Seminar
4	Deductive
5	Inductive
6	Case
7	Role playing
8	Field work
9	Field trip
10	Simulation
11	Dramatization
12	Demonstration
13	Learning center
14	Game
15	Experiment
16	Programmed instruction/Computer-aided instruction/Blended learning/Online learning
17	Practice
18	Practicum(including teaching practicum)
19	Research-based instruction
20	Problem-based instruction
21	Reflective thinking
22	Inquiry-based instruction
23	Independent study
24	Self-directed learning
25	Project-based instruction
26	Learning from model persons/learned persons
27	Micro teaching
28	Supervision
29	Cooperative learning
30	Individual advice
31	Tutorial group
32	Brain storming
33	Summary of main topics, or presentation of reading assignment
34	Apprentice
35	Activities
36	Clinical bed-side teaching or patient-based learning
37	Practice in behavioral manifestation
38	Observation trip
39	Self Study
40	Others (please specify)

Evaluation Approach***	
1	Written examination
2	Oral examination
3	Skills examination
4	Behavior observation
5	Assessment of work processes/activitiy roles
6	Assessment of output/lessons based on students' experience
7	Homework assessment
8	Report/Project assessment
9	Diary/Journal assessment
10	Performance testing
11	Assessment of report criticism/presentation
12	Assessment of result of team-work effort
13	Self assessment
14	360 Degrees assessment
15	Peer assessment
16	Oral presentation
17	Class attendance
18	Others (please specify)

Appendix

Time Schedule for this semester:

Lecture	Section 52		Comment
	Date	Time	
1	Sunday, 20 August 2023	09:00 - 12:00	
2	Sunday, 20 August 2023	13:00 - 16:00	CESIM Introductory Workshop (attendance required)
3	Tuesday, 29 August 2023	18:00 - 21:00	
4	Sunday, 3 September 2023	09:00 - 12:00	
5	Sunday, 3 September 2023	13:00 - 16:00	
6	Tuesday, 5 September 2023	18:00 - 21:00	
7	Tuesday, 12 September 2023	18:00 - 21:00	
8	Tuesday, 19 September 2023	18:00 - 21:00	
9	Tuesday, 3 October 2023	18:00 - 21:00	
10	Tuesday, 17 October 2023	18:00 - 21:00	
11	Tuesday, 31 October 2023	18:00 - 21:00	
12	Sunday, 5 November 2023	09:00 - 12:00	
13	Sunday, 5 November 2023	13:00 - 16:00	
14	Tuesday, 7 November 2023	18:00 - 21:00	CESIM Review
Exam	Tuesday, 14 November 2023	18:00 - 21:00	Written Exam
Final Presentation	Tuesday, 21 November 2023	18:00 - 21:00	Final Group Presentation