



Course and Examination Fact Sheet: Spring Semester 2021

8,363: Advanced Corporate Tactics

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Group examination paper (all given the same grades) (50%)

Examination time: term time

Decentral - examination paper written at home (individual) (50%)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[8.363.1.00 Advanced Corporate Tactics](#) -- Englisch -- [Evenett Simon](#)

Course information

Course prerequisites

This demanding course builds on introductory knowledge of business strategy and the economic analysis of markets and corporate interaction.

Students with no prior knowledge or experience in economics and corporate strategy are required to familiarise themselves with the basics of these two fields BEFORE the beginning of the course. Students may approach the course lecturer for advice in this regard.

Learning objectives

After the successful completion of this course:

- Students will be able to identify corporate strategies and tactics, and understand the difference between them.
- Students will be able to evaluate a company's stated corporate strategy and tactics, appropriately choosing which tools to do so.
- Students will be able to formulate alternative coherent corporate strategies and tactics based on evidence and logic.
- Students will be able to integrate knowledge across different perspectives presented in the class.
- Students will have a better understanding of the environment in which businesses actually operate, not as a theoretical matter but as a practical matter.
- Students will be able to better articulate and defend arguments relating to corporate strategies and tactics.

Course content

The overall purpose of this course is to strengthen students' ability to identify, evaluate, and formulate the corporate tactics and strategies of companies in real-world situations. In addition to covering five approaches to assessing corporate tactics and strategies--each backed up with corporate examples or case studies--three sessions of the course will be devoted to the ways in which companies have sought to survive and adapt to the Corona pandemic.

This course will emphasise the application of knowledge--not the rote learning of models and frameworks. As a result, students should expect to prepare before each class session--application of knowledge cannot happen by listening to others speak (passive learning) or in the absence of preparation. If you are not prepared to spend 3-4 hours per week preparing for each class then DO NOT take this course. If you are not prepared to actively engage in class discussions, then DO NOT take this course. If you do not have a strong interest in the private sector then DO NOT take this course.



Course structure

This course includes 12 sessions, each comprising introductory remarks followed by in-class discussions. Students are expected to attend all lecture sessions and to actively participate in discussion.

Readings must be completed prior to sessions. Preparation for in-class case discussions will require additional research by students before each class. If you are not prepared to spend 3-4 hours per week preparing for each class then DO NOT take this course. If you are not prepared to actively engage in class discussions, then DO NOT take this course.

One two-hour lecture will be held each week. Lectures generally build on the required readings, which will include case study material. Students will be given guidance on how to prepare for the assignments during lectures.

If students seek additional support then additional tutorial or office hour sessions will be scheduled.

Course literature

A reader will be made available through Canvas.

Additional course information

This course is scheduled to be taught face-to-face in the Spring semester, the so-called in attendance model. However, should that model be ruled out for any reason, then the course will proceed in an online delivery format according to university guidelines (e.g., online via Zoom). The examination strategy, expectations that students prepare before class sessions, and the expectation that students actively participate in class are the same for each delivery format. If you are uncomfortable switching between formats (as may be necessary) or are not prepared to adapt to new circumstances then DO NOT take this course.

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in Spring Semester 2021, the course information listed above will be changed as follows:

- The course is conducted online via the platform Zoom.
- The recordings of the course will not be saved.
- The lecturer informs via StudyNet and or e-mail on the changed implementation modalities of the course;
- There are no changes necessary to the course information.

The examination information listed below would be changed as follows:

- There are no changes necessary to the examination information.

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - Group examination paper (all given the same grades) (50%)

Examination time: term time

Remark

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Examination-aid rule

Term papers

Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship which is a published template in StudentWeb.



The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the chosen citation standard such as APA or MLA.

For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende, newest edition respectively, or according to the recommendations of the Law School).

The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into texts in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes (recommendations and standards can be found, for example, in METZGER, C., Lern- und Arbeitsstrategien, newest edition respectively).

For any work written at the HSG, the indication of the page numbers is mandatory independent of the chosen citation standard. Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - examination paper written at home (individual) (50%)

Examination time: term time

Remark

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Examination-aid rule

Term papers

Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship which is a published template in StudentWeb.

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Supplementary aids

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Examination languages

Question language: English

Answer language: English



Examination content

The examination of both courses consists of two assignments, each contributing 50% to the final grade:

[1] Decentral examination paper written at home in a group (50%)

Students will be assigned, where possible, into groups of 3 or 4 persons. Over the Spring Break each group will be prepare a 2000-3000 word paper addressing a specific question relating to a certain corporate situation.

This assignment will draw only from the material covered in the first six weeks of the course.

[2] Decentral examination paper written at home individually (50%)

Each student will be prepare a 2000-3000 word paper addressing a specific question relating to a certain corporate situation.

This assignment will draw from the material covered in all twelve weeks of the course.

Examination relevant literature

Readings are provided through Canvas and will be made available by the start of the term.

Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are is binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 12 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 28 January 2021);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 22 March 2021);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 22 March 2021);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 14 (Thursday, 8 April 2021).