



## Course and Examination Fact Sheet: Spring Semester 2024

### 8,363: Advanced Corporate Tactics

ECTS credits: 4

#### Overview examination/s

(binding regulations see below)

decentral - Written work, Digital, Group work group grade (50%)

Examination time: Term time

decentral - Written work, Digital, Individual work individual grade (50%)

Examination time: Term time

#### Attached courses

Timetable -- Language -- Lecturer

[8,363,1.00 Advanced Corporate Tactics](#) -- English -- [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 since 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 and indications of the learning and teaching design

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

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## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/2)

##### Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Group work group grade
Weighting	50%
Duration	--

##### Examination languages

Question language: English  
Answer language: English

##### Remark

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##### Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

##### Supplementary aids

None



## 2. Examination sub part (2/2)

### Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	50%
Duration	--

### Examination languages

Question language: English  
Answer language: English

### Remark

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### Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

### Supplementary aids

None

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## 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 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 13 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, 25 January 2024);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 18 March 2024);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 13 (Monday, 25 March 2024);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: Starting with de-registration period in CW 15 (Monday, 08 April 2024).