

Corporate Strategy and Business Model (S113)

(By Professor Wang Xinbo)

The objective of this course is to help students to understand and grasp the art of competition for firms in business world. The art includes two closely related aspects, corporate strategy and business model. The former concerns with how a firm catches up business opportunities in changing uncertain economic environment, while the latter with how the firm captures value by designing a specific form of value chain. Because this course is practically oriented, case study will account for larger proportion and student participation will be encouraged. The teaching hours will be allocated into two parts: Part A concepts and theory (12 hours) and Part B cases study (36 hours). E-Reading material will be issued before each case study class and a group of students will be assigned to do presentation, the teacher will make comments on these presentations.

Contents and schedule

Contents	Lectures(hours)	Discussion	Group work
1: Introduction :business tree	2		
2:seed: vision and mission	2		
3: root: strategic positioning	2		
4: Trunk: business model	2		
5: Fruit: product	2		
6: implementation of strategy	2		
7: how to do case study	2		
8: group presentation	2		No more than 3 persons each group
9: group presentation	2		
10: group presentation	2		
11: group presentation	2		

12: group presentation	2		
13: group presentation	2		
Final paper			About 5000 words per case each case

Bibliography

“Strategic Management: Concepts and Cases”, Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, 2009

Porter, M.E. (1980) Competitive Strategy, Free Press, New York, 1980.

“Value-based Marketing: Marketing Strategies for Corporate Growth and Shareholder Value”, Peter Doyle,