

Business Strategy

Exam rules

Attending students* (Groupwork + sufficient attendance level)

25% groupwork

75% written test with 6 questions (60 minutes) from the slides/lectures

*In case an attending student doesn't do the groupwork = 100% the above 6-question test

Partially attending students (Groupwork but not sufficient attendance level)

25% groupwork

75% written test with 8 questions (75 minutes) from the slides/lectures & textbook

Non attending students

100% written test (8 questions – 75 minutes) from the slides/lectures & textbook

Sample test for attending students

Question 1 – Strategic Management and SWOT analysis

Discuss the threat of new entrants according to the “five competitive forces model”

Question 2 – Business-level strategy

Describe what is a “focus” strategy and then highlight its risks

Question 3 – Corporate-level strategy

Comment on the strengths of a related diversification strategy

Question 4 – Functional Strategy and Control

Comment on the relationship between functional strategies and control.

Question 5 – Open Innovation Strategy

Describe the main features of the crowdsourcing strategy

Question 6 - Digital transformation Strategy

Describe in brief the difference between innovation and transaction platforms

Sample test for attending non students

The initial six questions are similar to the ones of attending students (meaning on slides and lectures) but the two final questions are on the book covering topics that were not dealt in class

Question 7 – Additional topics in business- and corporate-level strategy (textbook)

Discuss the risks in Mergers and Acquisitions

Question 8 – International and Cooperative strategies (textbook)

Comment on the location advantages in an internationalization strategy