

STRATEGIC MANAGEMENT LSE SUMMER SCHOOL

In today's dynamic and international business landscape, organisations can only thrive if they employ an effective business strategy which allows them to continually innovate and disrupt their industry. Apple, Coca-Cola and Toyota are all examples of brands which have remained competitive in a global marketplace using dynamic business strategies.

This course provides students with a deep understanding of how firms develop and sustain a competitive edge. By engaging with real-world case studies, students will learn the key concepts and theories in the field and how they can be used to interpret and evaluate business situations. Paying special attention to the factors that explain why some firms perform better, students will understand the drivers of competitive advantage both in the short and long term.

The "resource-based view" of the firm will be used as a cornerstone of discussion, complemented by contributions from microeconomic theory, game theory and organisational theory. At the end of the course, you will be able to apply the theories learned in class to formulate and implement successful strategies that give competitive advantage to a firm.

Lectures: 36 hours

Classes: 18 hours

Assessment*: One written examination and one project on strategy identification

Key topics

The business model of the firm

Industry structure and strategic interactions

Value creation and competitive advantage

Strategic resources

Dynamic capabilities

Programme structure and assessment

This course is delivered as a mixture of lectures and class discussions, organised around the connection of fundamental concepts from theory to their real-world application. All topics are illustrated using company case studies across a range of industries. Students will be expected to prepare and actively participate in class discussions.

The course is assessed on a final written examination (80%) and a team project that involves identifying and evaluating a firm's strategy (20%), allowing you to practically apply the content to real-world business scenarios.

Course outcomes

Structure a competitive situation efficiently from an excess of data

Use analytical reasoning to assess competitive scenarios

Evaluate strategic alternatives for a firm

Recognise competitive patterns among firms in the global economy

