

Strategic Management (F000442)

Course size *(nominal values; actual values may depend on programme)*

Credits 6.0

Study time 180 h

Course offerings and teaching methods in academic year 2026-2027

A (semester 1)

English

Gent

lecture

group work

Lecturers in academic year 2026-2027

Verrue, Johan

EB23

lecturer-in-charge

Offered in the following programmes in 2026-2027

	crdts	offering
Master of Science in Business Economics (main subject Accountancy)	6	A
Master of Science in Business Economics (Double Degree)(main subject Accountancy)	6	A
Master of Science in Business Economics (Double Degree)(main subject Corporate Finance)	6	A
Master of Science in Business Economics (main subject Corporate Finance)	6	A
Master of Science in Business Engineering(main subject Data Analytics)	6	A
Master of Science in Business Engineering (Double Degree)(main subject Data Analytics)	6	A
Master of Science in Business Engineering(main subject Finance)	6	A
Master of Science in Business Economics (Double Degree)(main subject Marketing)	6	A
Master of Science in Business Economics (main subject Marketing)	6	A
Master of Science in Business Engineering (Double Degree)(main subject Operations Management)	6	A
Master of Science in Business Engineering(main subject Operations Management)	6	A
Exchange programme in Economics and Business Administration	6	A

Teaching languages

English

Keywords

Strategic management, general management, business policy

Position of the course

This course will be taught in a 7 weeks time frame (module 1: week 1 – 7).

Each student team works on one challenging business case offered by a company.

Contents

The deliverables of the strategic business case are inter alia:

Part 1:

Map the company's business model according to the taught methodology.

Part 2:

Elaborate a specific strategic business case of this company.

Initial competences

Knowledge of and insight into both the main functional management domains (sales and marketing, production and logistics, HR, finance) and the overarching strategic management function.

Final competences

1 Based on theories, frameworks and tools of strategic management elaborate the business case.

2 To map the business model of a company with special attention for the stakeholder value creation.

- 3 To quickly acquire knowledge of and insight in a sector where the business case is situated.
- 4 To report in a professional way, both in written and orally, about the business case.
- 5 To analyse a complex strategic business case correctly.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, Lecture

Extra information on the teaching methods

Presentation of the company and its assignment. Each team is given access to the necessary company information.

The professor provides substantive input on strategic management.

The professor and the company provide coaching or feedback sessions.

Study material

Type: Slides

Name: Study material on Ufora

Indicative price: Free or paid by faculty

Optional: no

References

Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regnér (2013) Exploring Strategy Text & Cases. 10th Edition. Pearson Education, 816 p.

Course content-related study coaching

Feedback and coaching sessions by the company and the professor.

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period

Examination methods in case of periodic assessment during the second examination period

Examination methods in case of permanent assessment

Oral assessment, Peer and/or self assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

First examination period:

The evaluation is based on the report, the presentation and defence of the business case. (with correction peer assessment)

Second examination period:

Oral exam about the business case.

Calculation of the examination mark

If the student obtains a peer score that is at least 30% below the average of all students (of all teams), additional questions are provided by the professor. This evaluation of the professor will be taken into account in the final score of the student. The lecturer remains responsible of the final evaluation.

Facilities for Working Students

Students need to contact the professor at last during the first lecture.

