

Global Learning Initiatives Program Course Syllabus

Please complete the following form in English. The information will be updated to the Global Learning Initiatives Program website for students' reference. If you will be offering more than one course, please fill out one form per course offered. Examples in grey.

Course Information

<p>Course Name *provide the English course name of the course.</p>	<p>Strategy and Value Creation</p>
<p>Lecturer(s) *provide the lecturers' English name. If there are more than one lecturer, please indicate all lecturers in the column.</p>	<p>Dr. Meyrav Yitzhack Halevi</p>
<p>Course Description *briefly describe the contents covered in the courses.</p>	<p>The course focuses on the importance of the strategic management process and value creation for an organization. The fundamental question this course will address is the variance in organizational performance. <i>Why do some firms perform better than others?</i> In this course, you will learn about this phenomenon from a strategic point of view. At the end of the course, you are expected not only to have a thorough understanding of the strategic approach, but also to be able to think strategically about the competitive behavior of firms through value creation.</p>
<p>Course Objectives *list out knowledge or skills students should acquire upon completion of course.</p>	<p>The following are the benefits that I hope you will take away from this course:</p> <ol style="list-style-type: none"> 1. The course aims to cover what a senior-level graduate student needs to know about <i>crafting and executing business strategy</i> 2. How to develop systematic <i>strategic thinking</i>. 3. The ability to <i>apply</i> strategic management and value creation insights to real-world cases.

<p>Suggested Proficiencies (if any)</p> <p>*list preferred knowledge or skills students should have before taking the course.</p>	<p>Analytical skills</p> <p>Team player</p> <p>Extensive reading ability</p>
<p>Reading List (if any)</p> <p>*list out the textbooks, references, or other reading materials.</p>	<p><i>Ireland, R.D., Hoskisson, R.E., & Hitt, M. A. (2017). Strategic Management: Concepts: Competitiveness and Globalization.</i></p> <p><i>Selected academic papers, articles and cases.</i></p>
<p>Grading Criteria</p> <p>*how would the students be assessed during the course.</p>	<p>Individual Class Participation 20%</p> <p>Team Project Final Report 40%</p> <p>Individual Quizzes 40%</p>

Course Schedule

Please complete the following table with the dates and expected course topics. If there are more than one lecturers instructing the course, please also indicate the lecturer for each class.

Class	Date (YYYY/MM/DD)	Course Topic	Lecturer- all classes are given by Dr. Meyrav Yitzhack Halevi
1	16.2 1	Course introduction and overview. Strategic Management and Competitiveness- part 1	
2	23.2 2	Strategic Management and Competitiveness- part 2	

3	2.3 3	Self-Directed Learning	
4	9.3 4	The External environment – part 1	
5	16.3 5	The External environment – part 2	
6	23.3 6	The Internal environment- part 1	
7	30.3 7	The Internal environment- part 2	
8	6.4 8	No Class	
9	13.4 9	Self -Directed Learning	
10	20.4 10	Business Level Strategy- part 1	
11	27.4 11	Business Level Strategy- part 2	
12	4.5 12	Shared Value Creation	
13	11.5 13	Corporate level strategy- part 1	
14	18.5 14	Corporate level strategy- part 2	
15	25.5 15	Global Strategy	

16	1.6 16	Cooperative implications for Strategy	
17	8.6 17	Teams Project Meetings	
18	15.6 18	Submit Team Projects Reports	