



## Bachelor's courses School of Business and Economics

VU University Amsterdam - Student- & Onderwijszaken - Exchange programme Vrije Universiteit - 2018-2019



# Foundations of Strategic Management

<b>Course code</b>	E_IBK3_FSM ()
<b>Period</b>	Period 4
<b>Credits</b>	6.0
<b>Language of tuition</b>	English
<b>Faculty</b>	School of Business and Economics
<b>Coordinator</b>	dr. B.V. Tjemkes
<b>Examinator</b>	dr. B.V. Tjemkes
<b>Teaching method(s)</b>	Lecture, Seminar, Instruction course
<b>Level</b>	300

## Course objective

At the end of the course, students should be able to:

- Critically reflect on foundational texts and central approaches and theories in strategic management as well as recognize, understand, construct, and critically assess positions in (classical) scientific debates in strategic management.
- Design and conduct a systematic literature review of strategic management literature.
- Design and conduct an empirical study of strategic management professionals.
- Articulate a well-substantiated positioning in relation to the strategic management field and reflect on individual learning progress and development.

## Course content

The course aims to familiarize students with a number of classical and influential debates in the strategic management literature. This includes examining some of the “founding fathers” of strategy, such as Sun Tzu, as well as the work of more contemporary management thinkers such as Michael Porter, Henry Mintzberg, and Richard D’Aveni. Students will read both original texts as well as recent studies applying these perspectives, in order to gain a better understanding how classical debates inform current strategic management research and practice. Particular attention will be given to identifying and assessing different and potentially diverging positions in these central debates in the field. In addition to acquiring knowledge about the development of the scientific field of strategic management, the focus is on conducting a critical review of strategic management literature and on conducting an investigation in strategic management practices. During the course students are invited and challenged to develop their own opinion and adopt a genuinely scholarly attitude. This not only contributes to a deeper understanding of central debates in strategic management, but also provides an important basis for a students’ further development in this field.

## Form of tuition

Lectures  
Tutorials

## Type of assessment

Intermediate assignment: Individual assessment  
Research assignment: Team assessment  
Literature review assignment: Team assessment

**Course reading**

This course is article based.

Readings will be announced in course manual.

**Recommended background knowledge**

BK:

1.2 Organization Theory; 1.3 Academic Skills; 2.2 Strategy; 2.5 Corporate Entrepreneurship

IBA:

1.2 Organization Theory; 1.3 Academic Skills; 2.2 International Strategy; 2.4 BRM I - Quantitative