



Short Syllabus

Course Title	Credits
Business Strategy	2
Lecturer	
Dr. Nurit Nahum	
Contact details	
nuritnahum@tauex.tau.ac.il	
Semester	
Fall	
Short Description	
<p>This course will equip students with the basic tools, skills and frameworks of strategy. Students will gain insights into processes that enable firms to gain a competitive advantage and create value, methods to analyze a strategic situation in today's changing business environment, tools to identify and choose a superior competitive position based on a competitive advantage, and to allocate resources when planning the implementation of a chosen strategy.</p> <p>We will start by defining the logic of strategy, continue with understanding the firm and its core competencies and then learn how to analyze the external competitive environment. Following these insights, we will assess how a firm can select a competitive position within its environment, one that enables its sustainable value creation. We will learn how to analyze alternative strategic choices, based on evaluating the opportunities and uncertainties, and discuss key factors in implementing a successful strategic plan.</p> <p>The learning process will be based on theory and examples from different companies whom we know from our day-to-day life. Course assignments will enable the students the experience of real business scenarios and the practice of what have been studied in the classroom.</p>	
Final grade components	
<p>15% - In-class participation. Participation in the discussion (attendance and asking questions don't count as participation).</p> <p>15% - Case study.</p> <p>70% - Final Assignment will be conducted in groups of 3-4.</p> <p>The work will be submitted in three parts, following the course three modules. Each work will be presented and discussed in class. Specific instructions will be given during the first class.</p>	
Attendance	
<p>Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course. If teaching will be on zoom, based on university instructions, students will be required to participate with cameras on.</p>	



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Academic Conduct

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.

Additional requirements

1. Using mobile devices in class is not allowed. Other devices can be used only for the purpose of the class learning process (i.e., notes or search for relevant information).
2. Taking photos, screen "snapshot", recording, copying the presentation or quoting class material is not allowed.
3. Videos and discussions are part of the class and the learning process.
4. Reading material is mandatory.