



B290 Global Strategy

Syllabus (WS 2025/2026)

Instructor: Prof. Dr. Timo Sohl

Content

This module analyzes how firms develop and sustain a competitive advantage over time. It introduces frameworks and analytical tools for evaluating the effectiveness of firm strategy at a domestic and global level.

Learning target

In this module, students learn to evaluate and formulate competitive strategy in a global business environment. Students develop the skills for using analytical tools to support strategic decisions and learn how to apply these tools in real-world company cases.

Topics

1. Value creation and capture
2. External analysis (industry structure and competition)
3. Internal analysis (resources and capabilities, sustainable competitive advantage)
4. Competitive strategy (strategic positioning, business models)
5. Corporate and international strategy (market entry & exit, diversification)

Structure

Lectures

- Thursdays, 10:00 – 12:00 c.t., Hörsaal 22 (Kupferbau)

Tutorials

- Thursdays (see ALMA)
- Discussion of problem sets (open questions, single-choice questions, and mini case studies). It is important to prepare for the tutorials in advance!
- The content of the four tutorials is identical within a week
- Four sessions are offered to allow students from different degree programs and years to participate

Enrollment information

No registration required.



Coursework

- 6 ECTS-Credits (lecture + practice course).
- Written exam (90 minutes), registration is required.

Teaching methods

Independent study, oral participation.

Course language

English.

Literature

Dranove, D., Besanko, D., Shanley, M., & Schaefer, S. (2017). *Economics of Strategy*. 7th Ed. John Wiley & Sons.

Professor

Timo Sohl is a Professor of Strategy at the University of Tübingen. He holds a Ph.D. in Management from the University of St. Gallen and a Diploma (MSc equivalent) in Economics from the University of Heidelberg. His research is published in leading management journals such as *Management Science*, *Organization Science*, and the *Strategic Management Journal*. He currently serves as an Associate Editor of the *Journal of Organization Design*. Prior to his academic career, he gained some practical experience at multinationals such as SAP and BOSCH in Germany and China.