



## **B290 Global Strategy**

### **Syllabus (Winter Semester 2026/2027)**

*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. Strategy and value
  - a. What is strategy?
  - b. Value creation and value capture
2. Industry analysis
  - a. Industry structure and structure-based measures
  - b. Porter's five forces framework
3. Internal analysis
  - a. Resources and capabilities
  - b. The VRIS framework
4. Competitive strategy
  - a. Strategic positioning
  - b. Business model design and digital vs. non-digital businesses
  - c. Disruptive innovation
5. Market entry and exit
  - a. Forms of entry and exit
  - b. Entry and exit in perfectly competitive markets
  - c. Entry, exit, and sunk costs
  - d. Early mover advantages
6. Strategy in the global environment
  - a. Drivers of international expansion
  - b. Types of international strategy
  - c. International entry modes



## Structure

### Lectures

- Thursdays, 10:00 – 12:00 c.t., Hörsaal 24 (Kupferbau)

### Tutorials

- Tuesdays and 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 (60 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*. 7<sup>th</sup> 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.