



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. Competing through business models
 - 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*. 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.