

Dr. Alec Wersun

*“Students as Strategizers”*

*International Business Strategy*

*Level IV Core Module*

*(Currently 100 students/year)*

# What do students do ?

- Learn about international business strategy
- Assessed      50 % exam (theory)  
                         50% C/work (practice)
- C/work: Developing a strategy in teams for an international company, and presenting findings to a company director.

# Examples of assignments...

Market entry and development strategies for:

- Wine producers entering the UK market
- A transportation company developing SEE
- Five hotels / spas attracting UK visitors...

# What do students do ?

- Focus is on “strategy as practice”
- Tackle a REAL problem for a REAL company
- Do analysis, generate options, make a choice
- Boardroom presentation to co. director

# Why do I do it ?

A question of CBS “mission”

“To build students’ competencies in the skills demanded by employers in a global knowledge economy”.

# Why? Balancing theory and practice...



# Why? Balancing task and process



# Balancing individual and team effort...



# Benefits & challenges...

## For students...

“Stretches”...(too much?)

Gives a dose of reality

Very rewarding...

Something for the cv

## For staff

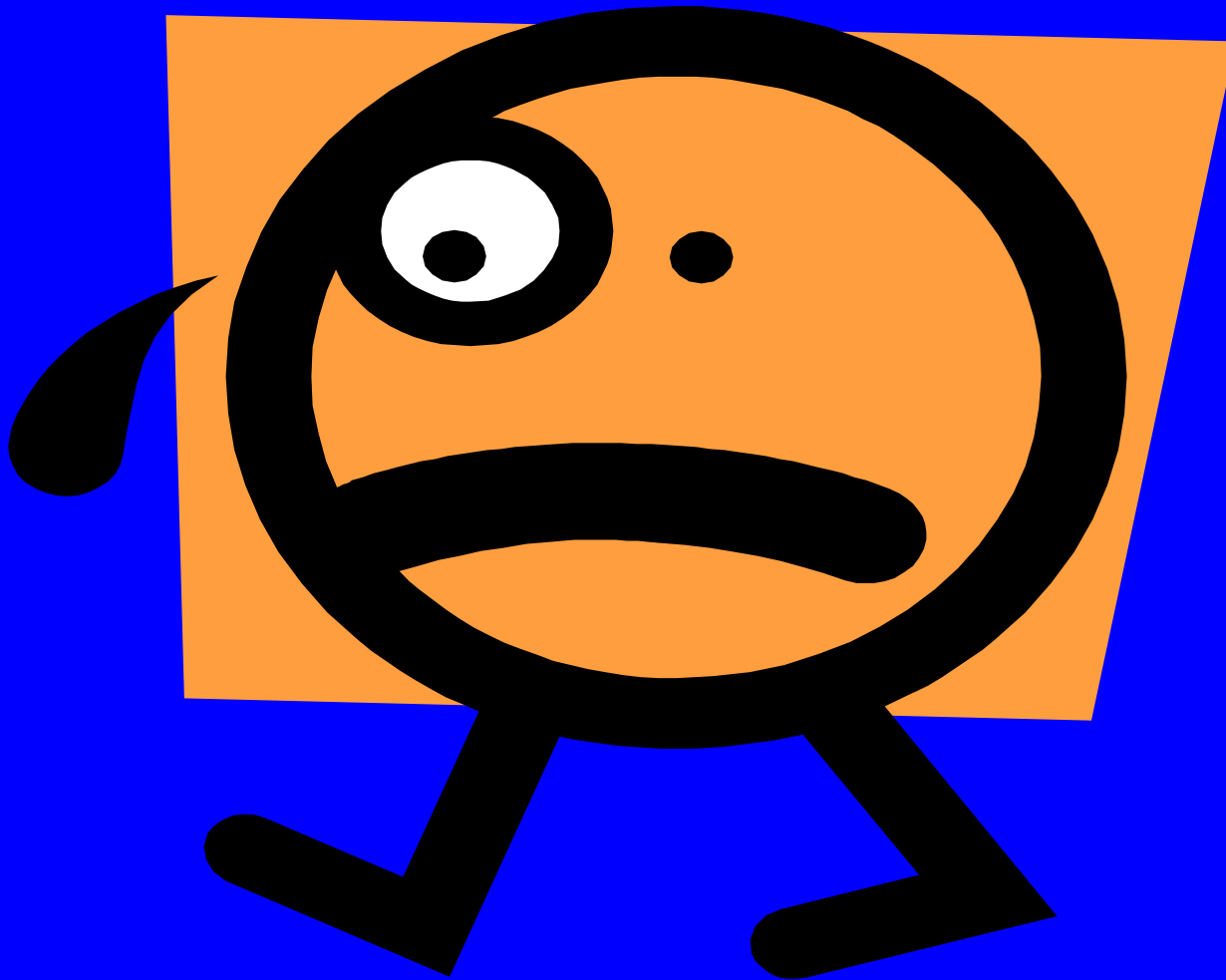
Challenging, interesting...

Creating knowledge with students

“Connects” uni & outside world

**BUT...**is it too little too late?

# FEEDBACK... First of all ...



Then more a question of ...YES !



# Tips ...

- Choose something that you enjoy...
- Balance “stretch” with “support”
- Place emphasis on “process” as well as task
- Don’t be deterred by the “detractors”...