

Teaching Plan 2459 Advanced Strategy

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Session	Synchronous sessions	Asynchronous sessions	Deliverables of the week of the session
Session 1 06 Feb 2025	1. Introduction Strategy Refresher	<u>During the week:</u> - Sign up to Moodle - Read Syllabus - Read Teaching Plan	
Session 2 13 Feb 2025	2. Learn About CESIM and Know your Team	<u>Before class</u> - Read CESIM simulation case description (see Learning Roadmap/W2) - Read instructions on CESIM Global Strategy Initial Plan (see Assessment) - Read CESIM decision making instructions (available on CESIM platform) - Watch the introductory video about the CESIM simulation	
Session 3 20 Feb 2025	3. CESIM Orientation	- Meeting each group before the start of the simulation	Due date is 21 Feb (until 23:59h) - Submit CESIM Global Strategy Initial Plan (formative = it is not graded) - Input CESIM decision for Practice Round 1
Session 4 27 Feb 2025	4. Initial strategy	- Debrief results of Practice Round - <u>Initial Plan Presentations</u>	Due date is 28 Feb (until 23:59h) - Input CESIM decision for Round 1
Session 5 06 Mar 2025	5. External analysis	- Debrief results of Round 2 - Prepare Round 3 - Read Assigned Articles	Due date is 07 Mar (until 23:59h) - Input CESIM decision for Round 2
Session 6 13 Mar 2025	6. Internal Analysis	- Debrief results of Round 3 - Prepare Round 4 - Read Assigned Articles	Due date is 14 Mar (until 23:59h) - Input CESIM decision for Round 3

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Session 7 03 Apr 2025	7. CESIM - Earning Calls Session	<ul style="list-style-type: none"> - Debrief results of Round 4 - Prepare Round 5 - Prepare a 3-minute presentation of your company's strategy - Prepare questions to ask other groups in class regarding their strategy 	<p>Due date is 04 Apr (until 23:59h)</p> <ul style="list-style-type: none"> - Input CESIM decision for Round 4
Session 8 10 Apr 2025	8. Innovation Management	<ul style="list-style-type: none"> - Debrief results of Round 5 - Prepare Round 6 - Read case assigned before class, available on Moodle 	<p>Due date is 11 Apr (until 23:59h)</p> <ul style="list-style-type: none"> - Input CESIM decision for Round 5
Session 9 24 Apr 2025	9. Market Cycles	<ul style="list-style-type: none"> - Debrief results of Round 6 - Read case assigned before class, available on Moodle 	<p>Due date is 25 Apr (until 23:59h)</p> <ul style="list-style-type: none"> - Input CESIM decision for Round 6
Session 10 08 May 2025 Session 11 13 May 2025 Session 12 15 May 2025	10. , 11. & 12. Student Presentations and Final Report	<ul style="list-style-type: none"> - Note: The presentations schedule will be organized during the semester 	<p>Due date is 05 May (until 23:59h)</p> <ul style="list-style-type: none"> - Submit final presentation <p>Due date is 15 May (until 23:59h)</p> <ul style="list-style-type: none"> - Submit final report
Final Exam is on 19-05-2025			