
Advanced Strategy

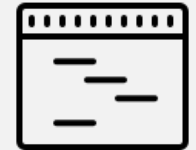
WEEK 1: INTRODUCTION

AMAN ASIJA

Today's agenda

1

Course outline



2

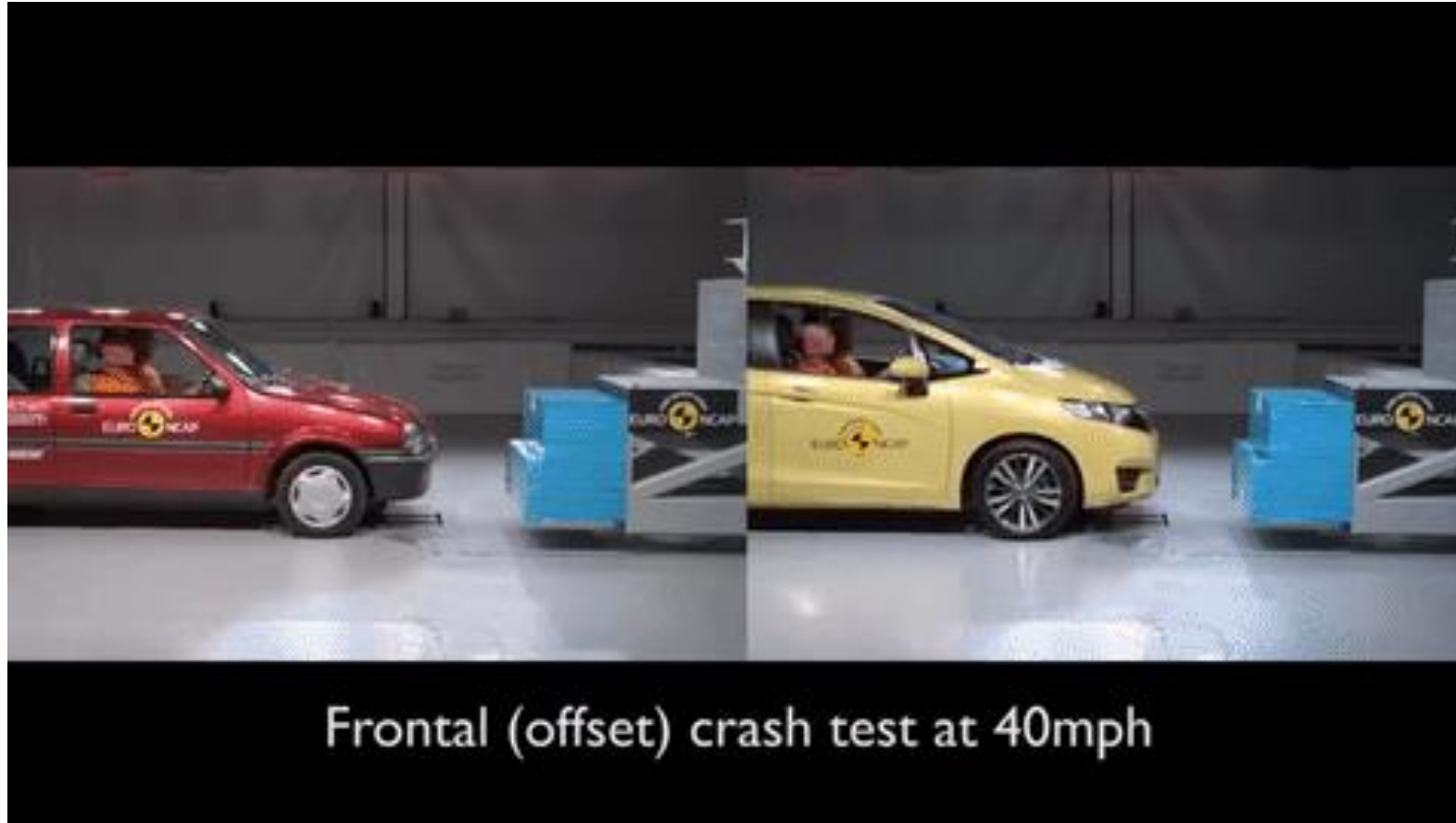
Get started with your team



Broad Outline (details available on [Moodle](#) under “Getting Started”)

- Blended course;
- 12 synchronous sessions;
- CESIM asynchronous simulation:
 - Teams of 5-6 people;
 - Work in is a fast-developing technology market (**automotive industry**) with product life cycles driven by technological evolution;
 - 1 practice round + 6 rounds of decisions to take regarding competitive positioning, innovation, production, stakeholder management, etc.
 - Deliverables: each round decision; global strategy initial plan; earnings call; final presentation; final report

Automotive Industry 1.0



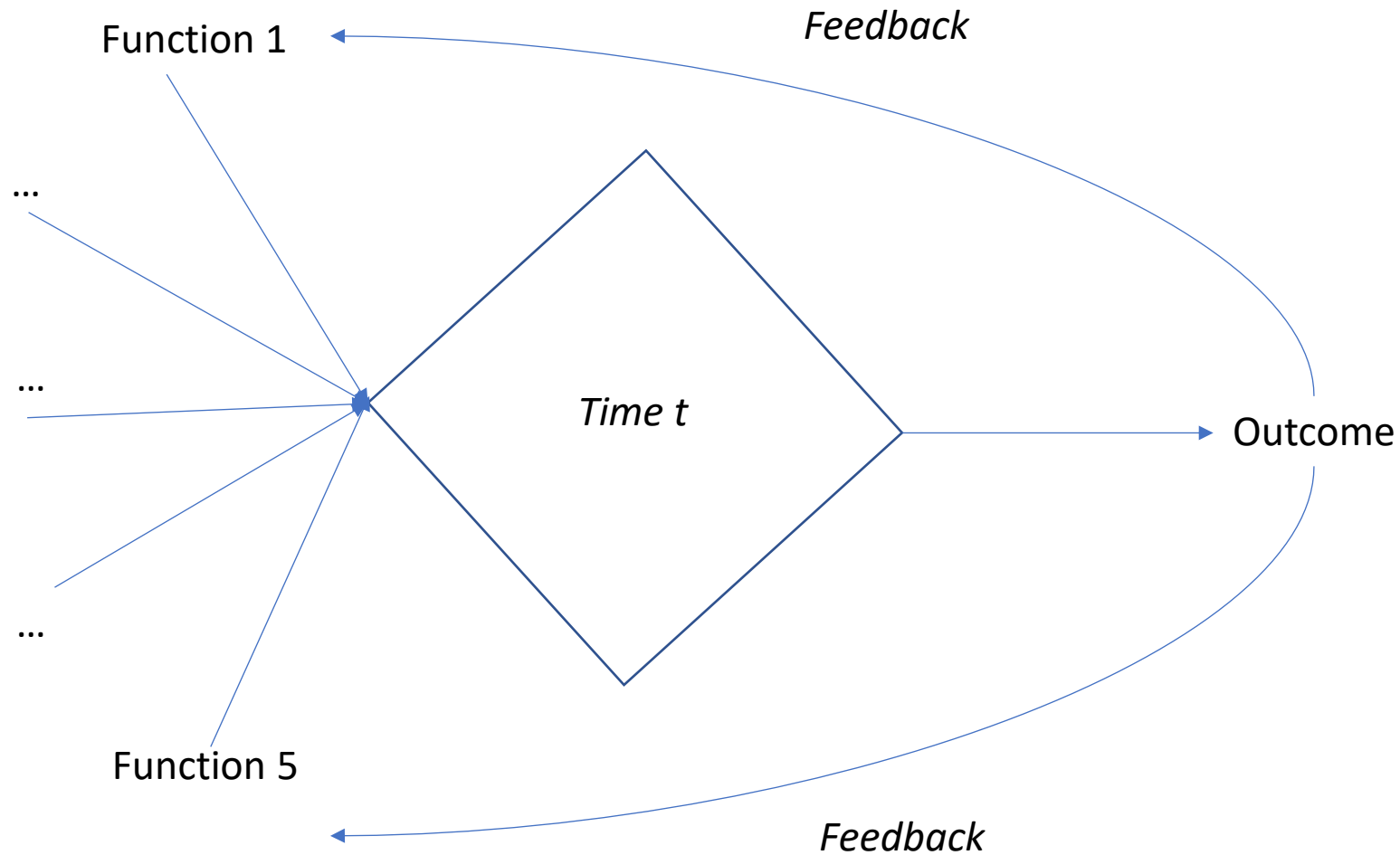
Source: <https://gifer.com/en/GscP>

Automotive Industry 2.0



Source: <https://www.autoexpress.co.uk/electric-cars/86169/best-electric-cars-buy>

Simulation



Michael Porter



Source: https://en.wikipedia.org/wiki/Michael_Porter

Functional optimization
is not strategy

https://www.youtube.com/watch?v=jj0TRaG_7k

Schedule and Deliverables

2025

Fri 2025-02-21 23:59

Practice round 1

Deadline

End round

Round open for -
Saved decisions by teams: 0/21

Convert to round

Fri 2025-02-28 23:59

1 Round 1

Deadline

Fri 2025-03-07 23:59

2 Round 2

Deadline

Fri 2025-03-14 23:59

3 Round 3

Deadline

Fri 2025-04-04 23:59

4 Round 4

Deadline

Fri 2025-04-11 23:59

5 Round 5

Deadline

Fri 2025-04-25 23:59

6 Round 6

Deadline

Remove round

Cumulative Shareholder Return
(10% towards grade)

Group Work

Initial Strategy Presentation
and Report

Earnings Call
Presentation

CESIM Presentation (15%)
and CESIM Report (15%)

Individual Work

Participation (10%)
Final Exam (50%)

Scaled by
Peer Assessment (see
Moodle for details)

Teaching Assistants

- Contact for CESIM simulation
Leonor Matias – leonor.matias@novasbe.pt ;
- Contact for peer assessment and exams
Ana Margarida Cuica – ana.cuica@novasbe.pt

Our Learning Method

No long lecture

Learning by doing

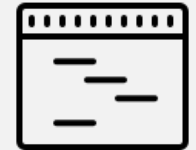
Interactive session

Depth depends on your questions

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Get started with your team



Your team

- CESIM simulation case description
- Register on the CESIM platform
- Read CESIM decision-making instructions (available on the CESIM platform)
- Read instructions on CESIM Global Strategy Initial Plan



The concept of strategy,

What is strategy?

The Oxford Dictionary defines strategy as “**a plan of action designed to achieve a long-term or overall aim**”

Porter on strategy

- Statements are not strategy
- Strategy is about choosing a different set of activities to deliver a unique mix of value
- Preserving these advantages

The kernel of good strategy

- Alignment between internal aspects with external environment



Source: Porter, M. (1980). Corporate strategy. New York. New York, NY.

Week 2

To – Do's

- Know your team
- CESIM decision making instructions
- Read instructions on CESIM Global Strategy Initial Plan

Thank you!

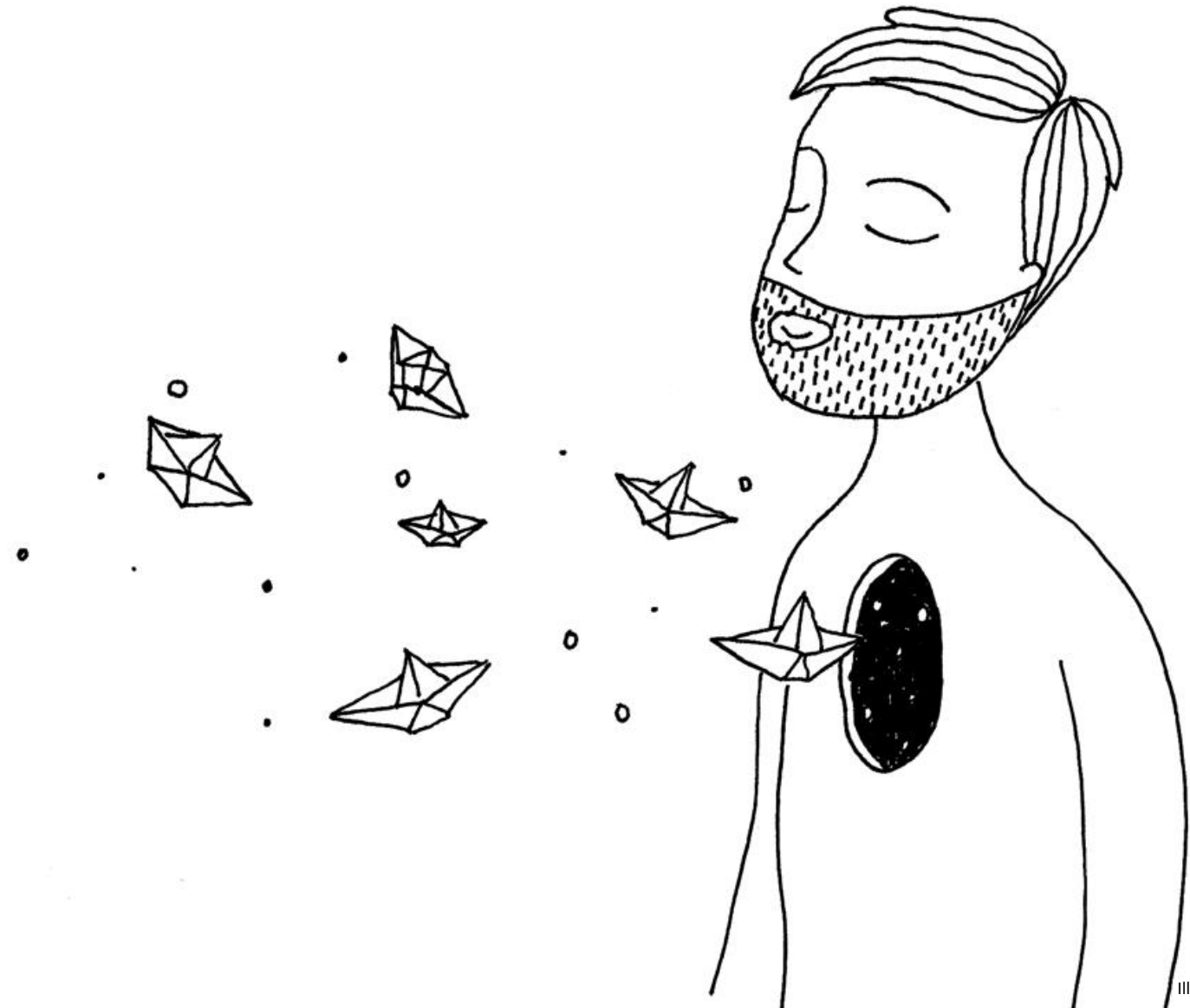


Illustration by Fernando Codelo