

## **Strategic Market Analysis**

### Course Brief Description

Number of credits: 3 ECTS

Course period: 1 semester / 1 class per week

Language of Instruction: English

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#### **Course description:**

The development, evaluation and implementation of business strategies are essential to successful management. As is the view that the key to achieving this is a management system whose process can be learned. This management system will help managers monitor and understand a dynamic environment, generate visionary and creative strategic options that will be responsive to changes and provide sustainable competitive advantages to firms.

The aim of the course is that the students should understand strategic market analysis tools and be able to apply this on the specific conditions that prevail within the life science industry.

Upon completion of the course, the student should be able to:

- describe central principles and methods in strategic market analysis,
- perform a market analysis for a life science product,
- design a marketing plan for a life science product
- analyse and compare the major global life science markets against one another.

**Lectures and reading materials.** Participating in the lectures and reading the assigned papers is the most essential part of the course. All enrolled students are therefore expected to participate in all lectures and read all assigned papers.

**Seminars.** The students are assumed to be familiar with the most common study methods in higher education. The fundamental pedagogical view is based on entrepreneurial learning and requires an active student participation. Teaching will be in the form of lectures, seminars, work shops, case studies, a team project and an individual assignment. Guest lecturers from industry will provide their views of strategic market

**Assignments.** The examination consists of: a written report from and an oral presentation of a team project (Fail/Pass), a written report from an individually assignment (Fail/Pass/Pass with distinction), a written test (Fail/Pass/Pass with distinction). The assignments will be graded and commented by the Instructor with one paragraph of comments.

**Points for participation** in role-plays and discussions are awarded if the students use additional information from supplementary readings and make explicit reference to the author and to the book/article they have used.

**Mid-term exam** consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

**Group presentation:**

A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

**Final Test** consists of an multiple choice 20 based on the material covered within the course and successful implementation of all curriculum tasks.

**Grading:**

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

**Course Outline**

- Topic 1 Course Introduction: general requirements for strategic analysis
- Topic 2 Strategic analysis in the management of the organization.
- Topic 3 Methods of strategic market analysis
- Topic 4 How valuable is a strategic asset to the firm
- Topic 5 Commercialisation strategies. Strategic options
- Topic 6 Criteria for strategic choices.Strategy assessment and selection
- Topic 7 Legal aspects in innovation
- Topic 8 Course Wrap-up and Discussion

**Readings Sample:**

1. How Competitive Forces Shape Strategy – Porter; Harvard Business Review. Mar/Apr79, Vol. 57 Issue 2, p137-145.
2. Harvard Business Review. Jan2008, Vol. 86 Issue 1, p78-93.
3. From Competitive Advantage to Corporate Strategy – Porter; Harvard Business Review. May/Jun87, Vol. 65 Issue 3, p43-43. Business Review. May/Jun98, Vol. 76 Issue 3, p70-83.

4. The Theory of the Business – Drucker; Harvard Business Review. Sep/Oct94, Vol. 72 Issue 5, p95-104.
5. The Balanced Scorecard – Measures That Drive Performance – Kaplan & Norton; Harvard Business Review. Jan/Feb1992, Vol. 70 Issue 1, p71-79.
6. Linking the Balanced Scorecard to Strategy – Kaplan & Norton; California Management Review. 9/1/1996, Vol. 39 Issue 1, p53-79