

Instruction for Seminar Strategic Management – Final Presentation

Dear students!

Some instructions for our last seminar days in May:

Please **split up your class in groups** (max. 3-4 participants per group) – also I welcome of course to build a "group" of only yourself! In case of group work: Appoint a team leader.

Choose an **example of a company** (best a company you know already) - it can also be the company you currently work for - and **try to assess whether joining this company as an investor would be beneficial in the short or long term.**

Based on this objective you have to carry out a comprehensive overall strategic diagnosis, try also to find out about vision, the current strategic directions and moreover visible implementation activities (outside, inside).

Carry out – based on the process we learnt in the last seminars - an **overall strategic assessment of the company**: What appears to be problematic for the future of the company? Where do you see opportunities and threats? Do the opportunities and threats match the strengths and weaknesses of the company etc. Justify your assessments of course by providing e.g. interviews with experts / articles / press releases / business reports etc.

Please prepare a **final presentation** (power point), on stage, self organized, in case of a group: covered by all group members. Presentation: max. 15 minutes (in case of a group: each team member: 5 minutes). In total minimum 15-20 slides (at least 5-7 slides per person). In case you work on yourself, you have to invest of course more time, I will take this fact into account when it comes to grades..

Important: pls note, as mentioned several times during our seminar, that all strategic projects are based on iterative processes, so give us also some insights of problems you faced during your work on the topic or which new findings came up.

After a presentation we have 5-10 min Q&A per Group.

Important:

Do not forget to integrate literature and sources in your presentation and try to follow on a structured approach.

Objective of the presentation: Convince your "audience" whether it is worth to invest in your example or not. Pro's and Con's. Explanation of proposed solution (what, why, targeted impact).

Make sure to give an interesting presentation based on our discussions concerning "stimulate, educate, entertain, inspire, inform". Use tools, acronyms (like CESIM, SIIEEC) and interesting pictures/paintings (as in my slides).

To do next step:

As I would like to have an overview about Groups or people working individually on the topic:

Team leaders: pls. send me an information about your team members and let me know the example you have chosen.

Individual workers: also send me a short email to inform me.

My offer during next first eminar day: I recommend you have your presentation already +/-prepared for the last seminar day in may 26. You will get then feedback giving you the opportunity to make some changes during the weekend if necessary.

Regarding the **individual gradings**, please note:

Split of Grades / Marks:

- 1/3 of the grade:

your final team report (= presentation) (same grade for all members of group) but only in case you all contribute actively to the result)

- 1/3 of the grade:

presentation of the final report

each team member is to present a part of the report as mentioned above

- 1/3 of the grade:

your contribution and inputs during the whole program and lectures (3 stages)

very active students: 5

active students: 4

inactive students: 3

→ In case you do not join a group and work individually on the presentation, you have to invest of course more time, I will take this fact into account when it comes to grades

Feel free to contact me in case of questions. I also put some additional working templates that might help you.

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