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Susan Lynch

Professor of Strategy, INSEAD

■ Susan Lynch is Professor of Strategy at INSEAD and is based in Boston. She is an expert in the areas of strategy formulation and execution and has a PhD from London Business School. She teaches courses and leads programs in strategy and strategy implementation for MBAs and executives and has experience in leading and designing programs that target the strategy development needs of different Fortune 500 organizations. Since moving to Boston, Susan spent two years as a Visiting Assistant Professor at Harvard Business School.

Strategy

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Why are some companies more successful than others? What does strategy have to do with it? Answering these questions are critical for leaders who wish to drive and partner in strategic decision making and execution in their organizations.

This course is designed to develop your strategic thinking skills to enable you to better evaluate, design, and implement strategy.

We will introduce strategy tools and concepts and apply these to both leading companies and to a real business situation you (or potentially your clients or customers) are facing.

The cases and contexts we explore will allow us to consider both the dynamic and global aspects of strategic management.

Learning Objectives

- Analyze the internal and external factors in order to develop and execute a corporate strategy
- Think strategically, analyze the competitive environment and recommend corporate positioning
- Identify target opportunities and execution challenges in own organization

STRATEGY

September-October, 2024

Time Schedule

Strategy is a two-months Executive MBA Course with classes on September 26-27 from 08.30 to 17.00.

Course Material

The course material consists of textbooks and case studies.

Requirements

Students are required to attend all classes and to participate actively.

Preparations

Students are required to read all course material in advance.

Evaluation

Students will be graded on attendance and participation in class and on a written assignment.

ECTS Points

The Executive MBA Course in Strategy will earn you a total of 4.5 ECTS points.

Tuition Fee

The tuition fee for the two-months Executive MBA Course in Strategy is DKK 25,000 exclusive of VAT.

Sign Up or Learn More

You are welcome to call us at +45 7020 8828 to learn more or to send us an email at info@avt.dk