

Strategic Management				
Workload	Credits	Semester	When	Duration
150 hrs	5	1 st or 2 nd semester	Summer semester	1 semester
		Class contact time 4 contact hrs / 60 hrs	Self-study 90 hrs	Planned group size 36 students
1	Lectures Strategic Management			
2	<p>Learning outcomes / Skills</p> <p><i>Upon completion of the module, students will be able to:</i></p> <p><i>Professional Competences:</i></p> <ul style="list-style-type: none"> • Understand the fundamentals of the competitive process, strategic competitive dynamics and strategic positioning, as well as the importance of external, non-influenceable factors (e.g. institutional circumstances) that need to be taken into account in intended changes to existing structures • Understand the nature and role of a company's own resources and capabilities in strategic management processes • Apply the principles and methods of strategic management and their use in international management. • Analyze the results and implications of the strategic processes and methods and derive comprehensible, consistent and coherent recommendations for action from them. • Evaluate and prioritize the recommendations for action and strategic implications on the basis of appropriate evaluation criteria. • Develop situationally appropriate approaches for the implementation of selected recommendations for action <p><i>Interdisciplinary Competences:</i></p> <ul style="list-style-type: none"> • Plan and prepare learning and work processes independently • Competences in researching, interpreting, analysing and planning in relation to business problems in the field of strategic management • Exchange information and problems in dialogue with others and jointly develop approaches to solutions • Reflecting on one's own learning process • In addition, social competence is promoted through group discussions, teamwork and presentations 			

3	<p>Contents</p> <ul style="list-style-type: none"> • Basics of strategic management • Goal and mission statement analysis • Methods of strategic analysis of the corporate environment and development of relevant environmental scenarios • Conducting customer and market analyses • Methods of strategic analysis of corporate strengths and weaknesses; identification of core competencies and success factors • Strategic positioning: formulation of corporate strategies and business unit strategies • Modern approaches to strategic management (e.g. Blue Ocean, business models) • Strategy evaluation, selection and implementation
4	<p>Course type Seminar course, especially case studies and group work</p>
5	<p>Participation requirements Sufficient knowledge of English.</p>
6	<p>Examination form Portfolio examination (elements: Case study processing [40 %], presentation [40 %] + learning process reflection [20 %]/resume).</p>
7	<p>Requirements for the Awarding of Credit Points Minimum grade of "sufficient" in the examination</p>
8	<p>Module supervisor; full-time lecturers <u>Prof. Dr. Rolf Tappe</u></p>
9	<p>Other information</p> <p><i>Reading list (in the most recent edition):</i></p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • Wunder, T.: Essentials of Strategic Management. 1st edition 2016, Stuttgart. <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • Ansoff H.I. (2007). Strategic Management. Palgrave Macmillan. • Barney, J. and Hesterly, W. (2014), Strategic Management and Competitive Advantage: International Edition, 5/E. Pearson. • Grant, R. (2021). Contemporary Strategic Analysis. Wiley. • Whittington et. al (2020). Fundamentals of Strategy. 5/E Pearson. <p>Additional references will be given at the beginning of the semester.</p>

ATTENTION: This is a translation of the original. Only the module manual in its German form is legally binding.