



<b>Module</b>	<b>Strategic Management</b>
<b>Semester</b>	WPF
<b>Duration</b>	1 Semester
<b>Method of Examination</b>	Wahlpflichtfach
<b>ECTS</b>	5
<b>Student's Workload</b>	60 h compulsory attendance + 90 h self-study
<b>Entry Requirements (MPO)</b>	
<b>Recommended Requirements</b>	
<b>Applicability</b>	MaTMeng
<b>Type/Duration of Assessment</b>	written 2h
<b>Teaching Method</b>	lecture with group discussions and case studies
<b>Module Coordinator</b>	O. Passenheim
<b>Aims and Objectives</b>	The importance of strategic management within the global context is brought into focus of the students. In rapidly changing markets with complex and dynamic settings, the strategy process is a success factor not only for a profit-oriented, but also sustainable and socially acceptable management approach. In the first part of the lecture students learn the various phases of a strategy process. That enables them to apply the strategic process in the second part of the lecture through plenary presentations and through group work. Students learn independently and in groups to analyze strategic decisions in the context of the demands of a global environment, to identify strengths and weaknesses and to make and defend their own (strategic) decisions.
<b>Course content</b>	The course is divided into two parts: In the first part, the participants deal with issues of sustainable, responsible and competitive strategic positioning and profiling of companies and business units in a (global ) market environments. They will understand various theoretical approaches and the implementation opportunities of strategic management in its international context. In the second part, students apply the learned process steps of a strategy development through case studies. Besides understanding and seeing the starting point of a strategic process, participants will analyze, discuss and evaluate different strategic options and their implementation as a management task. Additionally, students will discuss and consider the implications and influences of strategic decisions by the country and corporate culture.