

Module Description/Syllabus

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Module	Strategic Management			Module-Number	
Course Title	Strategic Management			Overall grade weighting (in %)	2,38
Recommended alternative modules or courses					
Course of Studies	Industrial Engineering				
Examination No. (SuP)				valid SER	PO20222
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time				
Study Cycle	EQF-Level	<input checked="" type="radio"/> Bachelor <input type="radio"/> Master			
Frequency	<input type="radio"/> winter term <input type="radio"/> summer term <input checked="" type="radio"/> each semester				
Language Competence Level and Course code SAP	<input type="checkbox"/>				
Responsible for the module	Prof. Dr. Thomas Wunder				
Lecturer/s	Prof. Dr. Thomas Wunder				
Typ of course	<input checked="" type="radio"/> compulsory <input type="radio"/> optional				
Mode of delivery					
Language of instruction	<input checked="" type="radio"/> English <input type="radio"/> German		Level of course	6th semester	
Teaching Methods	Lecture		Duration	1 semester	
Work parameters	contact hours in lecture form	exercises (hours)	self-studies (hours)	total (hours)	
	90	60		150	
	eLearning (hours)	examination preparation (hours)	Transfer (hours)	Units ("UE")	
Number of participants min./max.	10 /	ECTS-Points	05	Volume (hours per semester week)	04
Use for other studies	-				

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<p>Prerequisites/ Required competencies</p>	<p>None.</p>
<p>Learning Outcome</p> <p>1) Knowledge 2) Skills 3) Responsibility and autonomy</p> <div style="border: 1px solid black; padding: 5px; margin-top: 20px; width: fit-content;"> <p>Description eight EQF Levels and Learning Outcome (1-3)</p> </div>	<p>Learning Objective: Upon successful completion of this course, you will be able to</p> <p>(1) Technical:</p> <ul style="list-style-type: none"> • identify, describe and facilitate steps management must take to effectively design and execute organizational strategies in today's context, • apply management methods for identifying and solving strategic problems in the areas of strategic analysis, strategy formulation and strategy execution, • describe and apply a general management perspective that integrates concepts across functional areas. <p>(2) Personal:</p> <ul style="list-style-type: none"> • discuss and examine strategic problems in teams for collaborative learning and problem solving, • defend own judgements as member of a team, • relate strategic thinking and methods to your individual career planning. <p>These objectives will be accomplished by alternating between interactive lectures of conceptual input and small group exercises supplemented by experiential case study exercises.</p>
<p>Content</p>	<p>Course Description: The study of management methods will provide you with the essentials of how to manage organizations strategically. This capstone course focuses on methods for the strategic management of firms. It deals with the function and responsibilities of a general manager and is designed to train students to be able to support or make strategic decisions in an analytical and integrative way. Although much of the course content is focused on large, multinational firms, most methods we will study are applicable to any business organization. We explicitly apply a general management and cross-functional point of view, i.e. we will elaborate on decisions and strategies in light of the total company.</p> <p>Course Structure:</p> <ol style="list-style-type: none"> 1. Strategic Management Foundations 2. Strategic Analysis 3. Strategy Formulation 4. Strategy Execution <p>Course Content:</p> <ul style="list-style-type: none"> • Essential principles of strategy and the current strategy context • Fundamentals of strategic decision making in "VUCA" decision situations: cognitive biases and systems thinking • Context-driven strategic analysis and strategic sense-making • Strategic guideposts, backcasting and the new role of "purpose" • Strategizing at a corporate and business level, business modeling, and sustainable business models • Strategic options evaluation and selection • Key principles and processes of making strategy happen

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Particular admission requirements (if applicable)	-
Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination	-
Assessment method(s)	Interactive Lectures Case Studies Group work
Assessment criteria	Written exam (60 minutes)
Required reading resources	Wunder, T: Essentials of Strategic Management. Effective Formulation and Execution of Strategy,
	Porter, M.E: What is Strategy? In: Harvard Business Review, vol. 74 (Nov./Dec. 1996), pp. 61-78..
Additional (module) information	-
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