

2019.FS

Module Name: Advanced Strategic Management	
Module Code	w.BA.XX.2ASM-flex.XX
Module Description	Students develop and communicate case-study-based solutions to key focus areas of normative and strategic management. To achieve this, they study English language articles to identify concepts, frameworks, and tools from the latest scientific and practical discourse, analyze their informative value and applicability, and utilize them in working through a case study in English. Students introduce their insights and individual positions and lead a discussion in class. The presentation and the discussion will be in German. The key focus areas of this seminar are: • Corporate governance • Corporate social responsibility • Innovation • Competitive advantage • Diversification • Business ecosystems • Value management and growth • Strategic process
Program and Specialization	Business Administration - General Management (Flex)
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: Main Study Period
ECTS	6
Organizational Unit	W Zentrum Unternehmensentwicklung Ltg.
Module Coordinator	Kerstin Pichel (piet)
Deputy Module Coordinator	Stefan Schuppisser (sste)
Prerequisite Knowledge	Strategy (w.BA.XX.2Strat-flex.xx)
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... <ul style="list-style-type: none"> § explain detailed models from scientific articles in English on strategic management topics § are able to summarize the relevant arguments presented in scientific articles § combine relevant key arguments of scientific articles and formulate detailed questions relating to theory and practice § select relevant information from comprehensive case studies to formulate relevant questions § combine information from the case study and scientific articles and formulate detailed questions relating to theory and practice § devise and present autonomous, stringent arguments in favor of the value of specific academic articles § devise autonomous, stringent arguments about the suitability of corporate activities § present a logical line of arguments in a motivating and illustrative way § facilitate discussions with a clear topical aim § derive an autonomous conclusion from their own presentations and discussions § coordinate complex, multidimensional tasks in their small groups

	§ refer to the feedback on their presentations and use it for the second presentations § present their conclusions and findings on the scientific articles and participate effectively in spontaneous discussions		
Module Content	§ English language case studies and scientific articles about main topics of strategic management are analyzed and linked, with specific aspects being chosen for detailed discussion: § Corporate governance § Corporate social responsibility § Innovation § Competitive advantage § Diversification § Business ecosystems § Value & growth § Strategic processes		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2Strat-flex.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Literature Review § Presentation § Discussion	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	24 h	-	
Small Class	-	-	
Group Instruction	-	74 h	
Practical Work	-	-	
Seminar	-	-	
Total	24 h	74 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Individual participation	Grade	-	20,00%
Case study report	Grade	-	30,00%
Written comparison of articles	Grade	-	20,00%
Case study report with presentation	Grade	40	30,00%
Classroom Attendance Requirement	80%. If attendance is lower, the instructor may assign specific performance assessments.		
Language of Instruction/Examination	German		
Compulsory Reading	§ Case studies and scientific articles on Moodle		
Recommended Reading	§ Grant, R. & Nippa, M. (2006). Strategisches Management - Analyse, Entwicklung und Implementierung von Unternehmensstrategien. 5th edition. München: Pearson Studium. ISBN 978-3-8273-7220-8 § Hungenberg, H. (2014). Strategisches Management in Unternehmen – Ziele, Prozesse, Verfahren. 8th edition. Wiesbaden: Springer Fachmedien Wiesbaden. ISBN 978-3-658-06681-9. § Müller-Stewens, G. & Lechner, C. (2016). Strategisches Management. 5th edition. Stuttgart: Schaeffer-Poeschel. ISBN 978-3-8274-2386-3 § Johnson, G., Whittington, R., Scholes, K., Angwin, D. & Regnér, P. (2015). Strategisches Management - Eine Einführung. 10th edition. München: Pearson Deutschland GmbH. ISBN 978-3-8689-4252-1.		
Comments	-		