

2019.HS

<b>Module Name: Advanced Strategic Management</b>	
Module Code	w.BA.XX.2ASM.XX
Module Description	Students develop and communicate case-study-based solutions to key focus areas of normative and strategic management. To achieve this, they assemble English language articles, concepts, frameworks, and tools from the latest scientific and practical discourse, analyze their informative value and application strengths, and utilize them in the production of a case study in English. Students introduce their insights and individual positions and lead a discussion with the whole group. The presentation and the discussion will be in German. The key focus areas during the 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
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	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> 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.XX2Strat.XX)
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § explain detailed models from English language scientific articles on strategic management topics § are able to summarize the relevant arguments presented in academic articles § combine relevant arguments of academic articles and illicit ongoing questions relating to theory and practice § name relevant information from comprehensive case studies for a specific issue § combine information from the case study and academic articles and illicit ongoing questions relating to theory and practice § devise and present autonomous, logically-derived arguments about the benefits of academic articles § devise autonomous, logically-derived arguments about the suitability of corporate activities § present logical 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 diverse and specific, multidimensional tasks in their small groups § refer to the feedback on their presentations and use it for the second presentations § present and discuss their conclusions and findings on the academic articles spontaneously		
Module Content	§ English language case studies and scientific articles about main topics of strategic management are analyzed and linked, and ongoing discussion aspects are drawn from them: § 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.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Literature Review § Presentation § Discussion	<b>Social Settings Used:</b> § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key)		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	56 h	-	
Small Class	-	-	
Group Instruction	-	45 h	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>56 h</b>	<b>45 h</b>	
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Case study report and presentation	Grade	40	30,00 %
Individual oral contribution	Grade	-	40,00 %
Case study report	Grade	-	30,00 %
Classroom Attendance Requirement	Minimum attendance 80%. If this condition is not met, the module coordinator may require additional proof of performance.		
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	-		