

2019.HS

<b>Module Name: Strategy</b>	
Module Code	w.BA.XX.2Strat-en.XX
Module Description	Students understand the significance of strategic management for corporate success and develop, under supervision and independently, solutions for individual steps of the strategic problem-solving process. They are able to use suitable frameworks and tools to analyze the current strategic situation of a company, develop alternative competitive strategies, and identify and address key challenges for the implementation of these strategies.
Program and Specialization	Business Administration - Banking and Finance (PiE)
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> First-Year Studies
ECTS	6
Organizational Unit	W Zentrum Unternehmensentwicklung Ltg.
Module Coordinator	Franz Rösli (roeo)
Deputy Module Coordinator	Santhosh Kaduthanam (kadu)
Prerequisite Knowledge	w.BA.XX.2IBS-en.XX
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ are able to describe fundamental frameworks and concepts of strategic management and explain their benefits and how they are embedded in the strategic problem-solving process.</li> <li>§ are able to apply frameworks and instruments to case examples in the context of strategic analysis, strategy formulation, and strategy implementation, and to do so effectively, systematically, and in an outcome-oriented manner.</li> <li>§ are able to choose suitable frameworks and instruments for the analysis, strategy development, and strategy implementation in specific situations.</li> <li>§ are able to use frameworks and instruments to make well-founded estimates and evaluations in the context of the strategic problem-solving process in companies and organizations.</li> <li>§ are able to use frameworks, tools, and strategic concepts to argue effectively in the context of discussions and presentations of case examples and studies.</li> <li>§ are able to complete the self-study assignments provided on the learning platform effectively to advance their own learning process and take advantage of the support provided by instructors, as needed.</li> </ul>

Module Content	§ Economic value creation § Corporate governance, stakeholder § Mission and vision § Corporate environment (macro-environment, industry, competitors, markets, customers) § Internal corporate analysis and strengths and weaknesses (financial key figures, competencies, resources, value chain, corporate culture) § SWOT analysis § Corporate strategy § Business strategy § Directions (growth, consolidation, disinvestment, diversification) and methods (internal, external cooperation) of strategic corporate development § Evaluation of strategic options § Possibilities for strategy implementation (e.g., strategy maps, balanced scorecards, etc.)			
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2FinAcc-en.XX w.BA.XX.2IBS-en.XX w.BA.XX.2Mark-en.XX w.BA.XX.2Micro-en.XX w.BA.XX.2Skill-en.XX			
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Literature Review § Discussion	<b>Social Settings Used:</b> § Individual Work § Pair Work		
Digital Resources	§ Reader § Case Studies (with Key) § Multiple Choice Tests			
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>	
Large Class	56 h	50 h		
Small Class	-	-		
Group Instruction	-	-		
Practical Work	-	-		
Seminar	-	-		
<b>Total</b>	<b>56 h</b>	<b>50 h</b>	<b>74 h</b>	
Performance Assessment				
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>	
Written exam	Closed book	90	100.00 %	
<b>Permitted Resources</b>	Approved calculator according to "Guidelines on Supplementary Materials"			
<b>Others</b>				
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>	
	-	-	-	
Classroom Attendance Requirement	0			
Language of Instruction/Examination	English			
Compulsory Reading	Johnson, G., Whittington, R., Scholes, K., Angwin, D. & Regnér, P. (2017). Exploring Strategy. 11th edition. Edinburgh: Pearson Education. ISBN 9781292145174.			
Recommended Reading	-			
Comments	-			