

2019.FS

Module Name: Strategic Management	
Module Code	w.BA.XX.2StratM-WIN.XX
Module Description	Students have a generalized and specialized knowledge of strategic management and are capable of utilizing common tools, methodologies, and models of strategic management in operational practice. They are able to assemble, evaluate, and interpret strategically relevant (corporate) information. Students will also acquire the ability to work on strategic projects independently.
Program and Specialization	Business Information Technology
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	Stefan Koruna (koru)
Deputy Module Coordinator	-
Prerequisite Knowledge	Introduction to business administration; introduction to business information technology; financial accounting and management; scientific working and principles/methodologies of business information technology
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 the functional nature of relevant strategic tools, frameworks, and models. § understand the significance of vision, mission, and goals for corporations. § understand how business models work. § analyze specific strategic business issues based on the knowledge structure taught. § utilize relevant strategic tools, frameworks, and models in case studies and actual corporate strategic situations. § analyze business portfolios. § devise strategic options/reaction patterns dependent on specific strategic situations. § analyze and evaluate different growth strategies in the specific context. § develop potential solutions relating to specific strategic issues. § assess and evaluate strategic issues based on criteria and instruments/models. § select the appropriate evaluation tools for the selection of policy options. § use frameworks, tools, and strategic concepts to argue effectively in the context of discussions and presentations of case examples and studies. § present acquired knowledge and give a presentation. § write a scientifically challenging paper.

	§ develop an ongoing willingness to engage autonomously with strategic problem areas. § adopt different points of view in the evaluation of strategic issues. § work through self-learning sequences independently on Moodle.		
Module Content	§ Vision, mission, objectives § Mechanisms/systems of corporate governance, ethics, stakeholder management § Economic value creation § Connection of strategic management with normative and operational management § Corporate environment (macro-environment, industry, competitors, markets, customers) and identification of critical success factors § Identification (and expansion) of core skills § SWOT analysis § Principles of corporate level strategy § Business fields and competitive strategy § Strategic business development (direction and methodologies) § Analysis and evaluation of different growth strategies (internal growth, M+A, strategic alliances) § Strategy - innovation § Interdependence strategies and innovation; strategies and information technology § Development and changes to business models § Evaluation of strategic options § Changes to the rules in competition § Technology-based business model development § Strategy implementation with strategy maps and balanced scorecards § Case study: Problem analysis and application of knowledge		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Literature Review § Discussion § Presentation § Group project	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	56 h	36 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	36 h	88 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	90	40,00%
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"		
Others			
	Assessment	Length (min.)	Weighting
2 written assignments (in teams of 4), incl. presentation	Grade	-	15,00%
10 pass/fail quizzes (of which 9 must be passed)	Pass/Fail	-	-
1 written assignment (individual piece of work)	Grade	-	45,00%
Classroom Attendance Requirement	Students must be present for the case study presentations as communicated by the lecturer.		
Language of Instruction/Examination	German		
Compulsory Reading	§ Reisinger, S., Gattringer, R. & Strehl, F. (2017). Strategisches Management. Grundlagen für Studium und Praxis. 2nd edition. Hallbergmoos: Pearson. ISBN 978-3868943191.		

Recommended Reading	<p>§ Hungenberg, H. (2014). Strategisches Management in Unternehmen – Ziele, Prozesse, Verfahren. 8th edition. Wiesbaden: Gabler. ISBN 978-3658066802. Electronic download of the book is possible within the ZHAW domain (or via VPN).</p> <p>§ Johnson, G., Whittington, R., Scholes, K., Angwin, D. & Regnér, P. (2016). Strategisches Management – Eine Einführung. 10th edition. München: Pearson. ISBN 978-3868942521. Electronic download of the book is possible within the ZHAW domain (or via VPN).</p>
Comments	<ul style="list-style-type: none"> • Case studies are used to deepen the understanding of various strategic topics with the aim of enabling students to apply and transfer the knowledge they have acquired.