Valid from 2024.HS

Module description: Strategy

Module Code	w.BA.XX.3Strat-FLEX.XX
ECTS Credits	6
Language of Instruction/Examination	German
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.
Organizational Unit	IOV Leitung
Module Coordinator	Michael Stadler
Deputy Module Coordinator	Franz Röösli
Program and Specialization	• Business Administration - Specialization in Banking and Finance (FLEX) • Business Administration - Specialization in General Management (Flex)
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	**Module Type** Compulsory **Program Phase** First Year-Studies
Prerequisite Knowledge	w.BA.XX.2BWL-BO.XX
Contribution to Program Learning Objectives (by the concerned 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 description: Strategy

Module Learning Objectives	Students... • describe fundamental frameworks and concepts of strategic management and explain their benefits and how they are embedded in the strategic problem-solving process. • apply frameworks and instruments to case examples in the context of strategic analysis, strategy formulation, and strategy implementation, and do so effectively, systematically, and in an outcome-oriented manner. • choose suitable frameworks and instruments for the analysis, strategy development, and strategy implementation in specific situations. • use frameworks and instruments to make well-founded estimates and evaluations in the context of the strategic problem-solving process in companies and organizations. • use frameworks, tools, and strategic concepts to argue effectively in the context of discussions and presentations of case examples and studies. • complete the self-study assignments provided on the learning platform effectively to advance their own learning process, taking advantage of the support provided by instructors, as needed.
Module Content	• Economic value creation • Corporate governance, stakeholders • Mission and vision • Corporate environment and risks and opportunities (macro-environment, industry, competitors, markets, customers) • Internal corporate analysis; 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 development, external development, cooperation) of strategy formulation • Evaluation of strategic options • Possibilities for strategy implementation (e.g., change management, balanced scorecards)
Links to other modules	This module is linked to the following modules: • w.BA.XX.3Mikro-FLEX.XX • w.BA.XX.3Skill-FLEX.XX • w.BA.XX.3FinAcc-FLEX.XX • w.BA.XX.3Mark-FLEX.XX • w.BA.XX.3BWL-BO-FLEX.XX
Digital Learning Resources	• Reader • Practice and Application Exercises (with Key) • Case Studies (with Key) • Multiple Choice Tests
Methods of Instruction	• Interactive Instruction • Application Tasks • Case Studies • Exercises • Lecture • Literature Review • Discussion Social Settings Used: • Individual Work • Pair Work
Type of Instruction	

	Classroom Instruction	**Guided Self-Study**	**Autonomous Self-Study**
Large Class	24 h	78 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**24 h**	**78 h**	**78 h**

Module description: Strategy

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
Written exam	closed book	90	100.00
Permitted Resources	Spec. calculator acc. to leaflet "Utilities"	With dictionary	

Others	Assessment	Format	Length (min.)	Weighting
-	-	-	-	-

Classroom Attendance Requirement

None

Compulsory Reading

- Whittington, R., Regnér, P., Angwin, D., Johnson, G. & Scholes, K. (2021). Strategisches Management. 12th edition. Pearson. ISBN 978-3-86894-421-1.

Recommended Reading

- Hungenberg, H. (2014). Strategisches Management in Unternehmen. 8th edition. Springer Gabler. ISBN 978-3-658-06680-2.

Comments