

Strategic Management 1 (engl.)					
Identification number n/a	Workload 150 h	Credits 5	Semester 5 th sem. or 7 th sem.	When Every winter semester	Duration 1 semester
1	Lectures Strategic Management 1 (engl.)		Class contact time 4 contact hrs / 60 h	Self-study 90 hrs	Planned group size 25 students
2	Learning Outcomes / Skills <i>Upon successful completion of this module, students will be able to:</i> <i>Subject-Specific Competences:</i> <ul style="list-style-type: none"> Identify and categorize the key elements of strategic management and their role and significance for companies Understand the benefits and opportunities associated with a systematic strategic management process and explain organizational approaches to establishing strategic management in a company Recall, apply, and appropriately select traditional and modern methods and tools of strategic management Identify and evaluate current developments in strategic corporate practice and relate them to previously acquired foundational knowledge Effectively contribute to strategy development at different levels (corporate, business, functional) and design supportive structures, processes, and cultures within a company Recognize strategic action needs and opportunities, systematically develop them, assess them in a goal-oriented manner, select appropriate options, and establish effective mechanisms for implementing innovations <i>Interdisciplinary Competences</i> <ul style="list-style-type: none"> Engage in dialogue with others, exchange information, discuss problems and opportunities, and collaboratively develop solutions (social and communication skills). Visually design a presentation on a given topic using appropriate digital and analog presentation media (self-competency). Independently plan and prepare learning and work processes (self-competency). 				
3	Contents Students will engage with the fundamental concepts of strategic management. In addition to discussing the significance of corporate strategies in a market economy context, participants will explore various levels of strategy and corresponding classical and modern strategy tools. These tools will be practically applied in small groups. The theoretical and conceptual content will be illustrated and discussed using practical examples to highlight its relevance.				
4	Course type Seminar-based teaching, group exercises				
5	Participation requirements Sufficient knowledge of English				
6	Examination form Portfolio examination (online tests [20-50%], case studies [20-50%], presentations [20-50%] + learning process reflection [unassessed]/résumé)				
7	Requirements for the awarding of credit points Minimum grade of "sufficient" in the examination				
8	Module supervisor; full-time lecturers Prof. Dr. Rolf Tappe				
9	Other information <i>Reading list (in the most recent edition):</i> <i>Compulsory:</i> <ul style="list-style-type: none"> Wunder, T.: Essentials of Strategic Management, Stuttgart <i>Recommended:</i> <ul style="list-style-type: none"> Ansoff H.I. (2007). Strategic Management. Palgrave Macmillan. Barney, J. and Hesterly, W., Strategic Management and Competitive Advantage: International Edition, 5/E. Pearson. Grant, R.. Contemporary Strategic Analysis. Wiley. Whittington et. al. Fundamentals of Strategy. 5/E Pearson. <p>Further relevant literature may be provided by the lecturer during the course.</p>				

ATTENTION: This is an adapted and abridged version of the original. The original is available at <https://www.hochschule-bochum.de/international-business-and-management>.