

Valid from 2025.FS

Module description: Advanced Strategic Management		
Module Code	w.BA.XX.3ASM-FLEX.XX	
ECTS Credits	6	
Language of Instruction/Examination	German	
Module Description	<p>Students develop and communicate case-study-based solutions to key focus areas of normative and strategic management. To achieve this, they study English language articles to identify concepts, frameworks, and tools from the latest scientific and practical discourse, analyze their informative value and applicability, and utilize them to prepare a case study in English. Students present their insights and individual positions and lead a discussion with the whole class. The presentation and the discussion will be in German. The key focus areas of this seminar are: • Corporate Governance • Sustainability • Innovation • Competitive Advantage • Diversification • Business Ecosystems • Value Management and Growth • Strategy Processes</p>	
Organizational Unit	IOV Leitung	
Module Coordinator	Kerstin Pichel	
Deputy Module Coordinator	Stefan Schuppisser	
Program and Specialization	<ul style="list-style-type: none"> <li>• Business Administration - Specialization in General Management (Flex)</li> </ul>	
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 Main Study Period
Prerequisite Knowledge	Strategy (w.BA.XX.2Strat-flex.xx)	
Contribution to Program Learning Objectives (by the concerned 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	<p><b>Professional Competence</b></p> <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> <p><b>Methodological Competence</b></p> <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> <p><b>Social Competence</b></p> <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> <p><b>Self-Competence</b></p> <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>	

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Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• explain detailed models from scientific articles in English on strategic management topics.</li><li>• can summarize technical articles concisely.</li><li>• relate relevant core arguments from specialist articles to each other and derive further questions for science and practice from them.</li><li>• select relevant information from comprehensive case studies to formulate relevant questions.</li><li>• relate information from the case study and the specialist articles to each other and derive further questions for science and practice from them.</li><li>• develop and present independent, logically derived arguments for a specialist article.</li><li>• develop independent, logically derived arguments for the suitability of corporate activities.</li><li>• present logical chains of reasoning in an illustrative and motivating way.</li><li>• facilitate discussions with a clear topical aim.</li><li>• derive their own conclusions from their presentation and the discussion.</li><li>• coordinate extensive and multi-dimensional work tasks in their small group in a goal-oriented manner.</li><li>• draw on feedback from the case study for use in a second case study.</li><li>• present and discuss their summaries and findings on specialist articles spontaneously.</li></ul>																															
Module Content	<ul style="list-style-type: none"><li>• English language case studies and scientific articles about main topics of strategic management are analyzed and linked, with specific aspects being chosen for detailed discussion:</li><li>• Corporate Governance</li><li>• Sustainability</li><li>• Innovation</li><li>• Competitive Advantage</li><li>• Diversification</li><li>• Business Ecosystems</li><li>• Value and Growth</li><li>• Strategy Processes</li></ul>																															
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"><li>• w.BA.XX.3Strat-FLEX.XX</li></ul>																															
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li><li>• Teaching Videos</li><li>• Practice and Application Exercises (with Key)</li><li>• Case Studies (with Key)</li></ul>																															
Methods of Instruction	<ul style="list-style-type: none"><li>• Lecture</li><li>• Exercises</li><li>• Case Studies</li><li>• Literature Review</li><li>• Interactive Instruction</li><li>• Discussion</li><li>• Presentation</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>• Group Work</li><li>• Individual Work</li></ul>																													
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>24 h</td><td>-</td><td></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>74 h</td><td></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>24 h</td><td>74 h</td><td>82 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	24 h	-		Small Class	-	-		Group Instruction	-	74 h		Practical Work	-	-		Seminar	-	-		Total	24 h	74 h	82 h
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Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
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	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Individual article preparation	Grade	Einzelarbeit	0	20.00
	Case study report	Grade	Gruppenarbeit	0	30.00
	Case study report	Grade	Gruppenarbeit	0	30.00
	Individual participation in discussions	Grade	Einzelarbeit	0	20.00
Classroom Attendance Requirement	80%				
	80%. If attendance is below this threshold, the lecturer may assign specific performance assessments.				
Compulsory Reading	• Case studies and scientific articles on Moodle				
Recommended Reading	<ul style="list-style-type: none"><li>• Hungenberg, H. (2014). Strategisches Management in Unternehmen – Ziele, Prozesse, Verfahren. 8th edition. Wiesbaden: Springer Fachmedien Wiesbaden. ISBN 978-3-658-06681-9.</li><li>• Grant, R. &amp; Nippa, M. (2006). Strategisches Management - Analyse, Entwicklung und Implementierung von Unternehmensstrategien. 5th edition. Munich: Pearson Studium. ISBN 978-3-8273-7220-8</li><li>• Müller-Stewens, G. &amp; Lechner, C. (2016). Strategisches Management. 5th edition. Stuttgart: Schaeffer-Poeschel. ISBN 978-3-8274-2386-3</li><li>• Johnson, G., Whittington, R., Scholes, K., Angwin, D. &amp; Regnér, P. (2015). Strategisches Management - Eine Einführung. 10th edition. Munich: Pearson Deutschland GmbH. ISBN 978-3-8689-4252-1.</li></ul>				
Comments					