

Valid from 2025.FS

Module description: Managing Strategy	
Module Code	w.MA.XX.MS.14HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	Students develop the ability to conduct strategic analysis and design strategies in an international business environment, taking into account aspects of corporate responsibility.
Organizational Unit	Abteilung Business Law
Module Coordinator	Peter Münch
Program and Specialization	<ul style="list-style-type: none"> • Management and Law
Legal Framework	Academic Regulations MSc in Management and Law dated 31.10.2013, Appendix to the Academic Regulations for the degree program in Management and Law, first adopted on 10.07.2014
Module Category	Module Type Compulsory
Prerequisite Knowledge	Knowledge of strategic management at BSc level
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Program Learning Objectives	<p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives	Students... <ul style="list-style-type: none">name and explain relevant approaches and models of strategy development and develop their own case-specific solutions, taking into account aspects of CR.work through complex cases using the non-reductionist method of “thick description.”know the relevant approaches to the analysis and development of business models and use them in dealing with specific cases in the context of business (model) innovation.work through internationally oriented case studies in order to determine strategic actions to be taken, develop suitable alternatives, and design strategy development processes.evaluate strategic decisions with regard to their effects on an enterprise and its environment as well as concerning their social and ethical implications.formulate and present detailed evaluations of specific situations and possible solutions and strategic alternatives as the basis for strategic decision-making.estimate the strategic significance of corporate responsibility and distinguish between different strategic options.familiarize themselves with new topic areas related to strategy and CR by studying the relevant specialist literature and by experiential learning while working through case studies.																																									
Module Content	<ul style="list-style-type: none">Dealing with scientific approaches and models for strategy development (the “classical” strategy models), business models, and business innovationPracticing strategic thinking by working on case studiesAcquisition of a tool kit for the development and management of strategy processes and as the basis of strategic decision-makingDealing with the strategic significance of corporate responsibility (CR) based on specific scientific principles																																									
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">w.MA.XX.MCI.14HS																																									
Digital Learning Resources	<ul style="list-style-type: none">ReaderTeaching MaterialsCase Studies (with Key)																																									
Methods of Instruction	<ul style="list-style-type: none">ExercisesCase StudiesLiterature ReviewProject WorkLectureInteractive Instruction		Social Settings Used: <ul style="list-style-type: none">Individual WorkGroup Work																																							
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Lecture</td><td>15 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Excercise</td><td>15 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Project Work</td><td>12 h</td><td>50 h</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>12 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>54 h</td><td>50 h</td><td colspan="2">76 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	15 h	-			Excercise	15 h	-			Project Work	12 h	50 h			Seminar	12 h	-			Total	54 h	50 h	76 h									
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Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Oral exam</td><td></td><td>15</td><td>75.00</td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr><tr><td colspan="5"></td></tr><tr><td colspan="2">Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Talk/oral presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>20</td><td>25.00</td></tr><tr><td colspan="2">Paper</td><td>Pass/Fail</td><td>Gruppenarbeit</td><td>0</td><td>0.00</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	Oral exam			15	75.00	Permitted Resources										Others		Assessment	Format	Length (min.)	Weighting	Talk/oral presentation		Grade	Gruppenarbeit	20	25.00	Paper		Pass/Fail	Gruppenarbeit	0	0.00
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Classroom Attendance Requirement	Other Presentations and block seminar (online)																																									

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Compulsory Reading	<ul style="list-style-type: none">• Reader
Recommended Reading	<ul style="list-style-type: none">• Reading list
Comments	Performance assessments cannot be retaken or rewritten.