**Wir100 - Corporate Strategy**

**Module label**  
Corporate Strategy

**Module code**  
wir100

**Credit points**  
6.0 KP

**Workload**  
180 h

**Used in course of study**
- Bachelor's Programme Business Administration and Law > Akzentsetzungsmodule
- Bachelor's Programme Economics and Business Administration > Studienrichtung Betriebswirtschaftslehre
- Dual-Subject Bachelor's Programme Economics and Business Administration > Aufbaumodule
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration > Mastermodule
- Master's Programme Business Informatics > Module der Wirtschaftswissenschaften (Fachbachelor)

**Contact person**
Module responsibility
- Jörg Hoppmann

**Authorized examiners**
- Die im Modul Lehrenden

**Entry requirements**

**Skills to be acquired in this module**
The goal of the course is that students are able to
- know and understand basic concepts, instruments, and theories of strategic management
- analyze company strategies by applying conceptual frameworks
- understand the advantages and disadvantages of common instruments and models and critically evaluate their applicability
- independently develop strategic options and derive recommendations for their implementation in real-life settings

**Module contents**
The course offers a comprehensive overview of the models and instruments of strategic management. The first part of the course introduces important concept and models of strategic management and discusses their application using examples from corporate practice. Central topics that are being discussed in this context are the relation between firm strategies and competitive advantage, strategy analysis, strategy formulation, strategy implementation, and strategies in the context of internationalization and innovation. In the second part of the course, students apply and deepen their knowledge by writing a thesis that analyzes the strategy of a specific company.

**Reader's advisory**

**Links**

**Language of instruction**  
German

**Duration (semesters)**  
1 Semester

**Module frequency**  
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**Module capacity**  
unlimited

**Modulart**  
je nach Studiengang Pflicht oder Wahlpflicht

**Lern-/Lehrform / Type of program**

**Modulart**  
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**Vorkenntnisse / Previous knowledge**

**Examination**

**Time of examination**
Thesis to be handed in at the end of semester

**Type of examination**
Thesis

**Course type**

**Lecture**
- Comment: 2.00
- Frequency: 28 h

**Exercise or tutorial**
- Comment: 2.00
- Type of program: WiSe
- Frequency: 28 h

**Total time of attendance for the module**
56 h