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 > Akzentsetzungsmodul
- 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
- Jörn 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
Module capacity  unlimited
Module level ---
Modular  je nach Studiengang Pflicht oder Wahlpflicht

Lern-/Lehrform / Type of program
Vorkenntnisse / Previous knowledge

Examination
Final exam of module  Time of examination  Thesis to be handed in at the end of semester

Type of examination  Thesis

Course type  Comment  SWS  Frequency  Workload attendance
Lecture    2.00
Exercise or tutorial  2.00  WiSe  28 h

Total time of attendance for the module  56 h