
wir814 - Strategic Management

Module label

Modulkürzel

Credit points

Workload

Verwendbarkeit des Moduls

Strategic Management

wir814

6.0 KP

180 h

- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen
- Hoppmann, Jörn (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Zuständige Personen

Prerequisites

Skills to be acquired in this module

Keine

Students...

- Know advanced theoretical concepts, research streams, and frameworks of in the field of Strategic Management
- Understand the links between different theories and are able to critically question them
- Can apply theories to understand and interpret organizational dynamics in daily life
- Are able to develop solutions for concrete practical challenges in companies in the context of Strategic Management based on the concepts and frameworks they have learned
- Can put the newly acquired knowledge into a broader context, so it can be deepened in the further professional life

Module contents

The course offers an overview of advanced concepts and frameworks in the field of Strategic Management. At the beginning, the course will provide a brief introduction into the historical development, goals, and research streams of the field. In this context, important terms, methods, and philosophical approaches of (management) research will be clarified. Subsequently, students form groups to analyze selected scientific articles with regard to their theoretical relevance and practical implications. Theoretical topics that will be covered in depth are:

1. Top Management Teams, Upper Echelons und Corporate Governance
2. Ressource- and Capability-based Approaches
3. Resource Dependence Theory, Stakeholder Theory and Co-Evolution
4. Institutional Theory, Institutional Work/Entrepreneurship and Social Movements
5. Organizational Cognition, Identity, and Framing
6. Organizational Learning and Ambidexterity
7. Organizational networks and ecosystems

The results of the analysis will be summarized in a seminar thesis, presented in class, and discussed with the other students. The main goal of the course is to equip students with advanced concepts, which allow them to understand organizational dynamics, question established practices in firms, and develop new solutions that go beyond the application of standard instruments.

Literatureempfehlungen

Bingham, C. B., & Davis, J. P. (2012). Learning sequences: Their existence, effect, and evolution. *Academy of Management Journal*, 55(3), 611-641.

Danneels, E. (2011). Trying to become a different type of company: Dynamic capability at Smith Corona. *Strategic Management Journal*, 32(1), 1-31.

Garud, R., Jain, S., & Kumaraswamy, A. (2002). Institutional entrepreneurship in the sponsorship of common technological standards: The case of Sun Microsystems and Java. *Academy of Management Journal*, 45(1), 196-214.

Gilbert, C. G. (2005). Unbundling the structure of inertia: Resource versus routine rigidity. *Academy of Management Journal*, 48(5), 741-763.

Gioia, D. A., & Chittipeddi, K. (1991). Sensemaking and sensegiving in strategic change initiation. *Strategic Management Journal*, 12(6),

433-448.

Hannah, D. P., & Eisenhardt, K. M. (2017). How firms navigate cooperation and competition in nascent ecosystems. *Strategic Management Journal*, in press.

Hoppmann, J., Naegele, F. & Girod, B. (2018). Boards as a source of inertia: Examining the internal challenges and dynamics of boards of directors in times of environmental discontinuities. Working Paper.

Murmann, J. P. (2013). The coevolution of industries and important features of their environments. *Organization Science*, 24(1), 58-78.

Ossenbrink, J., Hoppmann, J., Hoffmann, V. (2018). Hybrid ambidexterity: How the environment shapes incumbents' use of structural and contextual approaches. Working Paper.

Tripsas, M., & Gavetti, G. (2000). Capabilities, cognition, and inertia: Evidence from digital imaging. *Strategic Management Journal*, 21(10/11), 147-1161.

Vuori, T. O., & Huy, Q. N. (2016). Distributed attention and shared emotions in the innovation process: How Nokia lost the smartphone battle. *Administrative Science Quarterly*, 61(1), 9-51.

Links

Language of instruction

Duration (semesters)

Module frequency

Module capacity

Type of module

Module level

German

1 Semester

jährlich

unlimited

je nach Studiengang Pflicht oder Wahlpflicht

Examination

Final exam of module

Prüfungszeiten

Zum Ende des Semesters

Type of examination

KL

Lehrveranstaltungsform

Comment

SWS

Frequency

Workload of compulsory attendance

Lecture

2

28

Seminar

2

28

Präsenzzeit Modul insgesamt

56 h