

Lecturer Prof. Dr.Michael Freiboth; Prof. Dr.Marcus Labbé

Course Title	Strategic Management consists of : Lecture (2 contact hours) Business Game (2 contact hours)
Contact hours (per week)	4
ECTS Credits	5
Study programme	Bachelor
Study Year (1-4)	3/4
Semester	Winter and Summer Semesters

Objectives:

Strategic Management is concerned with four major questions:

- Why are we in business?
- What strategies do we choose and implement to obtain our goals?
- How do external factors (market conditions, legal requirements, customer tastes etc.) and internal factors (people, technology, processes etc.) affect this choice?

Contents:

The course consists of two parts: the lecture and the business simulation.

- The lecture provides the theoretical underpinnings of strategic managements, covering the major schools including the market based view and the resource based view, both from a prescriptive as well as an emergent perspective. The lecture will follow closely the textbook by Lynch (2006).
- In order to gain a better understanding of both practical considerations of the strategy process and the interdependencies between the different areas of a company, the lecture is accompanied by the business simulation TOPSIM General Management II.