

Degree course	Internationales Wirtschaftsingenieurwesen International Management and Engineering		
	Code	IWI-28 STMAN	Subhead
Moduldescription	Strategic Management		
Course	Strategic Management		
Term	6 or 7	Mandatory/Elective	Mandatory
	Summer term [Winter term: participation at the lecture "Strategic Management" (BA International Management) possible]		Duration 1
Responsible lecturer	Prof. Dr. Labbé		
Lecturer	Prof. Dr. Labbé		
Teaching language	English		
Teaching method / SWS	Seminar course (2 SWS) + Business simulation (2 SWS)		ECTS-Credits: 5
workload/ attendance: 60 h	Preparation 90 h Preparation including exam		Exercise:
Assessment and contribution to module mark	Written Exam (90min; 50%); Participation at Online-Simulation (3 days; 25%); Presentation on Strategy Tools (35-40min; 25%)		
Prerequisites:	See §6 (3) Study- and Examination Regulations		
Recommended Prerequisites	Successful prior participation at all business modules.		
This module is a precondition for module	-		
Assesment and contribution to module mark	Learning outcomes: Students should gain a generalist's understanding of the firm and be able to integrate their own unique knowledge, skills and abilities into the firm as a whole. Students should gain knowledge in the dynamic environment of strategic decision-making and the complexity of organizing and running a firm. Students should know which tools are available to analyze the internal environment of the firm and the external environment of the economy as well as the basic tools which companies use to make strategic decisions. Students should be able to make decisions based on financial information and reports in order to guide a virtual business in the simulation. Students should act as top managers and develop a strategy for the virtual business.		
Content	Introduction to Strategic Management <ul style="list-style-type: none"> • Nature of Strategy – identifying strategy issues, structuring strategy debates, managing strategy paradoxes • Strategizing – issue of strategic reasoning, paradox of logic and intuition, strategic thinking in international perspective 		

	<ul style="list-style-type: none"> • Missioning and Visioning – issue of organizational purpose, paradox of profitability and responsibility, missioning and visioning in international perspective • Strategy Content • Business Level Strategy – issue of competitive advantage, paradox of markets and resources, business level strategy in int'l perspective • Corporate Level Strategy – issue of corporate configuration, paradox of responsiveness and synergy, corporate level strategy in int'l perspective • Network Level Strategy – issue of inter-organizational relationships, paradox of competition and co-operation, network level strategy in int'l perspective • Strategy Process • Strategy Formation - issue of realized strategy, paradox of deliberateness and emergence, strategy formation in int'l perspective • Strategic Change – issue of strategic alignment, paradox of revolution and evolution, strategic change in int'l perspective • Strategic Innovation – issue of strategic renewal, paradox of exploitation and exploration, strategic innovation in int'l perspective • Strategy Context • Industry Context – issue of industry development, paradox of compliance and choice, industry context in int'l perspective • Organizational Context – issue of organizational development, paradox of control and chaos, organizational context in international perspective • International Context – issue of international configuration, paradox of globalization and localization, the international perspective
Teaching method	Interactive lecture, case studies, presentations, online simulation
Literature	<ul style="list-style-type: none"> • TOPSIM Business Simulation ,General Management II' – User Manual • Further to be defined at the start of and during the term.