

Master of Arts		International Management Studies					
Module 35 Elective module 151220300	ECTS-Credits	Frequency	Contact hours	Total Workload	Contact Time	Self-study	Duration
	10	every 2nd Semester (Spring)	5 hrs/week	300 h	75 h	225 h	1 Semester
Name of module	Strategic Management: Theory and Practice						
<p>Firm performance is at the core of strategic management. However, there are different ways to measure and conceptualize performance in terms of different perspectives on strategic competitive advantages. The discipline strategic management can be regarded as the fundament regarding the raised issues. Therefore the intense elaboration and critical discussion of the theoretical fundament is a central aim of the lecture.</p> <p>The case study course supplements the lecture and focuses on the practical use of the analytical tools of strategy. Intensive case study analyses and discussions help reach this aim.</p> <p>The different perspectives on competitive advantage realization in the strategy literature are in the focus of this strategic management module. Firm performance is affected by the environment in which a company operates as well as by firm internal resources and capabilities. Therefore it is essential to better understand and analyze the corporate environment as well as (bundles of) firm resources. Next to business strategies, corporate strategies are relevant in this context. Increasingly next to firm internal resources, relational resources which span firm boundaries become central here. They are also investigated in the lecture while the case study course discusses cases from different industry contexts, e.g. from the IT and soft drink industry. Small groups of students prepare the discussions of the cases.</p>							
Module components							
No.	Module title						
1,	151220301 Strategic Management						
2,	151220302 Case Studies in Strategy						