

<b>BW17: Management</b>				<b>Study Programme:</b>	B
<b>Module Type:</b>	<b>ECTS Credits:</b>	<b>Workload:</b>	<b>Study semester:</b>	<b>Module Duration:</b>	
Optional compulsory	12	360	4.	one semester	
<b>Courses (HPW=hours per week):</b>			<b>Contact hours:</b>	<b>Independent study:</b>	<b>Planned Group Size:</b>
Course 1: International Management (2 HPW)			30h	90h	150
Course 2: Strategic Management (2 HPW)			30h	90h	150
Course 3: International and Strategic Management – Tutorial (2 HPW)			30h	90h	150
<b>Intended Learning Outcomes (ILOs):</b>					
<p>By the end of the module, students will be able to</p> <ul style="list-style-type: none"> <li>- explain essential aspects for increasing and maintaining the long-term success of corporates in competition;</li> <li>- reflect fundamental and in-depth aspects of international and strategic management;</li> <li>- explain the most important theories of strategic and international management;</li> <li>- adequately present the respective interdependencies with other business management functional areas</li> </ul>					
<b>Key competencies:</b>					
<ul style="list-style-type: none"> <li>- Academic research and writing</li> <li>- Self-reliance skills</li> <li>- Critical thinking</li> <li>- Analytical skills</li> </ul>					
<b>Description/Contents:</b>					
<p><b>Course 1: International Management</b></p> <ol style="list-style-type: none"> <li>1. Introduction to international management <ol style="list-style-type: none"> <li>1.1 Development trends in the global economy</li> <li>1.2 Special features and framework conditions of internationally active companies</li> </ol> </li> <li>2. National culture as a driver of differences between nations <ol style="list-style-type: none"> <li>2.1 The concept of national culture</li> <li>2.2 Overview of cultural dimension schemes</li> </ol> </li> <li>3. Theories of international business activity</li> <li>4. Strategic management in internationally active companies <ol style="list-style-type: none"> <li>4.1 Market choice</li> <li>4.2 Choice of market entry form</li> <li>4.3 Choice of the time of market entry</li> </ol> </li> <li>5. Organization in internationally active companies</li> <li>6. Personnel management in internationally active companies</li> </ol>					

**Course 2: Strategic Management**

1. Introduction to strategic management
  - 1.1 Definition of strategic management
  - 1.2 Distinction from operational and normative management
  - 1.3 Strategic planning process
2. Strategic analysis
  - 2.1 Analysis of the external environment
  - 2.2 Analysis of the internal competencies of the company
  - 2.3 Overall view
3. Strategic positioning
  - 3.1 Generic strategies
  - 3.2 Newer approaches
4. Strategy implementation
5. Special features of strategy development in the case of several business segments

**Course 3: International and Strategic Management – Tutorial**

Course 3 is a tutorial to deepen the material of both lectures (Course 1 and Course 2) by discussing practical examples and tasks; Course 3 has a direct connection to the content of courses 1 and 2.

**Language:**

The language of all courses is German.

**Teaching Methods:**

Lectures, group work, self-study.

**Module Applicability:**

B.Sc. Business Administration; B.Sc. Economics; B.Sc. Financial and Actuarial Mathematics, B.Sc. Business Chemistry, B.Sc. Mathematics.

**Pre-requisites/Requirements:**

Admission to study Business Administration, Economics, Financial and Actuarial Mathematics, Business Chemistry or Mathematics for a Bachelor's degree. It is recommended to successfully conclude the 1. and 2. semester before participating in this module. It is especially recommended to have the expertise of the modules BB01, BB02 and to have basic English language skills for course 1.

**Examination Types:**

Comprehensive examination in the form of a written exam at the end of the summer semester (120 min).

**Requirements for Award of Credit Points:**

Successful participation in the exam. The exam will be passed if the grade is at least „sufficient“ (4,0).

**Availability:**

Course 1 and 2 and 3 will generally be offered each summer term.

**Assessment:**

This course will be graded and is part of the calculation for the overall grade of your bachelor degree. Particular information concerning the calculation of the overall grade can be gathered in the respective examination regulations.

**Person Responsible and Main Lecturer:**

Prof. Dr. Andreas Engelen and research associates of the Chair.

**Further Information:**

Current information can be found at the website of the person responsible as in ILIAS and HIS-LSF. It is possible to write a project work during this module (BQ05 or BQV02).

Stand: 12.03.2020