

Strategic Management in International Business (W3BW_IB208)

Strategic Management in International Business

FORMAL INFORMATION ON THE MODULE

MODULE NUMBER	LOCATION IN THE COURSE OF STUDY	MODULE DURATION (SEMESTER)	MODULE RESPONSIBILITY	LANGUAGE
W3BW_IB208	3rd academic year	2	Prof Dr Michael Nagel	German/English

FORMS OF TEACHING USED

Lecture, Case Study

FORMS OF EXAMINATION USED

EXAM PERFORMANCE	EXAM DURATION (IN MINUTES)	GRADING
Written exam or portfolio	120	yes

WORKLOAD AND ECTS CREDITS

TOTAL WORKLOAD (IN H)	OF WHICH ATTENDANCE TIME (IN H)	OF WHICH SELF-STUDY (IN H)	ECTS CREDIT POINTS
150	50	100	5

QUALIFICATION OBJECTIVES AND COMPETENCES

PROFESSIONAL COMPETENCE

Students should sound theoretical knowledge, an understanding of overarching interrelationships and the ability to transfer theoretical knowledge of international strategy development and implementation as well as international corporate governance to business practice.

METHODOLOGICAL EXPERTISE

Students should be able to independently apply the theories and methods taught to specific problems of international strategy development and strategy implementation as well as to the area of corporate governance. Students should be able to prepare problems from these areas according to specified criteria and evaluate them in a methodologically sound manner.

PERSONAL AND SOCIAL COMPETENCE

Students will have learnt to adapt their own skills independently to the constantly changing requirements. Students should have developed a feeling for the complex social influences and effects on strategy development and implementation and corporate governance. They should be able to contribute to processes of international strategy development and implementation and to corporate governance issues in a constructive and socially competent manner.

OVERARCHING COMPETENCE

Students are able to evaluate and critically compare different approaches to strategy development and implementation as well as corporate governance. They have basic patterns of analysis with which they can structure problems in a goal-oriented manner. On the basis of the knowledge they have acquired, they will be able to identify and critically evaluate options for action in specific situations and plausibly justify their decision in favour of the chosen alternative course of action.

LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
International Strategy Development and Implementation	25	50
Fundamentals of international strategy development and implementation; strategic planning (planning, goal setting, environmental analysis, company analysis); strategy selection; strategy implementation; strategic control; current case studies.		

LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS

Corporate Governance and Case Studies of International Business Strategies

PRESENCE TIME

25

SELF-STUDY

50

Fundamental objectives, tasks, challenges, theories, models, structures and codes of corporate governance; corporate governance in Germany and other selected regions; current case studies.

SPECIAL FEATURES

The examination duration only applies to the written examination.

PREREQUISITES

None

LITERATURE

Bea, F.X./Haas, J.: Strategisches Management, Munich: UTB.
Clarke, T.: International Corporate Governance - A Comparative Approach, Arbington: Routledge.
Cullen, J.B./Parboteeah, K.P.: Multinational Management. A Strategic Approach, Boston: Cengage Learning.
Goergen, M.: International Corporate Governance, Harlow: Pearson.
Huse, M.: Boards, Governance and Value Creation, Cambridge: Cambridge University Press.
Jones, G.R./Hill, C.W.: Theory of Strategic management. With Cases, Toronto: Cengage Learning.
Malin, C.: Corporate Governance, Oxford: Oxford University Press.
Nagel, M./Mieke, C.: BWL-Methoden. Handbuch für Studium und Praxis, Stuttgart: UTB.
Perlit, M./Schrack, R.: Internationales Management, Konstanz: UVK.
Tricker, B.: Corporate governance: principles, policies, and practices, Oxford: Oxford University Press.
Welge, M.K./Al-Laham, A.: Strategic Management. Fundamentals - Process - Implementation, Wiesbaden: SpringerGabler