

Strategisches Management und Planspiel Strategic Management and Simulation	
Code: IM4STMA	
Lecturer Prof. Dr. Michael Freiboth	Module Coordinator Prof. Dr. Michael Freiboth
<p>Intended Learning Outcomes Students should gain a generalist's understanding of the company and be able to integrate their own unique knowledge, skills and abilities into the company as a whole. Students should gain knowledge in the dynamic environment of strategic decision-making and the complexity of organising and running a company. Students should know which tools are available to analyse the internal environment of the company 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 integrate themselves into a top management team and develop a strategy for the virtual business.</p>	
<p>Content Courses in the Module Strategic Management lectures (2 contact hours) Practical Part (2 contact hours)</p> <p>Detailed Course Description</p> <ul style="list-style-type: none"> ● Definition and history of strategic management ● External analysis of the company ● Internal analysis of the company ● General business strategies ● Strategic management tools and techniques ● Strategic simulation 	
<p>Teaching & Learning Methods</p> <ul style="list-style-type: none"> ● Interactive lectures ● Case studies ● Teamwork ● Computer simulation 	
<p>Media Presentation materials / presentation software, e.g. PowerPoint / computer simulation</p>	
<p>Relation / Interface to other Modules This course represents the capstone course which combines all previous courses into a cohesive generalist view of the company. Strategic management combines all knowledge and skill sets from previous courses and applies them into a cognitive framework for determining the long-term goals of the company. The strategic simulation allows students to apply previous courses in managing a company and restoring the vision that a company should not be a set of individual functions but a consistent and integrated network.</p>	
<p>Additional Information Lecture plus simulation</p>	

<p>Literature</p> <p>Compulsory</p> <ul style="list-style-type: none"> • TOPSIM Business Simulation “General Management II” – User Manual • Ireland, Hoskisson and Hitt (2013), The Management of Strategy: Concepts, 10th International Edition, Cengage <p>Recommended</p> <ul style="list-style-type: none"> • H. Mintzberg; B. Ahlstrand; J. Lampel (1998) The Strategy Safari. London • D. Morschett et al.(2010): Strategic International Management. 2nd edition, Gabler • G. Johnson, K. Scholes (2011) Strategisches Management Eine Einführung. 9th edition, Pearson • Robert M. Grant (2010): Contemporary Strategy Analysis, 7th edition, Wiley • J. Barney, W. Hesterly (2012) Strategic Management and Competitive Advantage, 4th edition, Pearson • H. Hungenberg (2010) Strategisches Management in Unternehmen. Ziele - Prozesse – Verfahren, 6th edition, Gabler

Organisation

ECTS Credits 5	Contact Hours 4	Language of Instruction English
Type of Module Compulsory	Offered Winter semester	Duration 1 semester
Semester of Study 3 rd year, 7 th semester		
<p>Prerequisite for Participation</p> <ul style="list-style-type: none"> • See §6 Study- and Examination Regulations <p>Recommended Requirements</p> <ul style="list-style-type: none"> • Read the books • Study notes taken in class • Participate in the lecture • Read the reports and manuals for the simulation 		
Workload and Breakdown of Credits 5 ECTS x 30 hours = 150 hours, made up of:		
Course Attendance 60 hours	Preparation / Homework / Self-study 25 hours	Time for Exercises and Group Work 25 hours
Semester Project / Presentation Preparation 35 hours	Exam Preparation 25 hours	Duration of Examination 90 minutes
<p>Prerequisite for Award of Credit Points</p> <ul style="list-style-type: none"> • Passing the written exam • Participation in the simulation and company case 		
<p>Examination requirements</p> <ul style="list-style-type: none"> • Written examination • Participation in the simulation • Company case 		<p>Weighting of Final Grade</p> <ul style="list-style-type: none"> • 70% written exam • 30% company case