

Business Strategy

Module		Business Strategy					
Module Code		MGT60180					
Module Coordinator		Klingebiel, Ronald					
Last Update		2015/06/16					
Target Group		Programme(s)			Bachelor of Science		
		Term			7th semester		
		Compulsory/Elective Module			Elective Module		
		Module Duration			1 Semester		
		Credits:			6		
		Frequency			Annually		
		Language of instruction			English		
Workload:	150 h	Contact hours:	44 h	Independent Learning:	66 h	Assignments:	40 h
Prerequisites		?Corporate Design and Behavior? or equivalent					
Usability in other Modules/Programmes		-					
Intended Learning Outcomes		<ul style="list-style-type: none"> • Knowledge: Students know the major tools and framework in the strategic analysis of firms and markets. They understand the nature and sources of competitive advantages and how different industry context affect business strategy. They know how firms compete in technology-based industries and know the basic principles of innovation management. They understand the fundamental challenges of market dynamism and strategic uncertainty. • Skills: Students have the know-how to apply the knowledge to the penetrating strategic analysis of markets and firms and for the practical development of informed guiding policies. They are able to solve strategic problems in different industry and business contexts and to communicate their analysis professionally. • Competencies: Students are competent to identify, to structure, and to analyze general management problems and develop actionable and compelling recommendations. 					