

<b>Module title</b>		<b>Abbreviation</b>
Strategic Management (STM)		10-MBA-STM-122-m01
<b>Module coordinator</b>		<b>Module offered by</b>
MBA-Continuing Education		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
6	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
<p>Motivation            Planning and developing the product and service portfolio is a central managerial task in companies, a task that is increasingly gaining in importance due to the intensifying competition on global markets. It requires company structures that contribute as much as possible to the achievement of corporate goals. Short-term, medium-term and long-term perspectives need to be developed for a company's business activities. In addition, competition-related frameworks and conditions as well as technological progress need to be identified, evaluated and adequately taken into account at an early stage.</p> <p>This module will cover the following topics:            - Strategic analysis and success factors            - Market entry strategies            - Forward and backward integration            - Price and competitive advantages            - Corporate structures on an international level</p>		
<b>Intended learning outcomes</b>		
<p>Objectives            Acquire the know-how to come up with clear corporate goals and to derive practical measures in order to reach the goals set. Learn how to establish organizational structures for your company enabling effective and efficient business processes to remain successful and flexible. At the same time, keep up with both the long-term perspectives and the short-term competitive situation. Design business fields and analyze, plan, and evaluate your company's strategy on a permanent basis to be in line with an on-target fulfillment. Take into account strengths and weaknesses as well as opportunities and threats.</p> <p>Approach            The module takes place at Peking University, the most renowned modern university in China. Professors experienced in international surroundings will present you with well-established approaches and the most recent developments in strategic management and corporate governance. All concepts will be discussed on the basis of case studies of companies operating internationally. In addition to the contents of teaching, you will receive direct insights in the Asian lifestyle and Chinese corporate landscape through lectures from corporate representatives, company site visits, and cultural events.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 120 minutes) and presentation (approx. 20 minutes), weighted 65:35 Language of assessment: German, English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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**Workload**

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**Teaching cycle**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Master's degree (1 major) Business Integration (MBA) (2013)

Master's degree (1 major) Business Integration (MBA) (2012)