

2.4 Management

Module: MAN 301 Strategic and International Management		
Contents: In the lecture MAN 301, basic theories, research results and current topics from the fields of strategic and international management will be mediated. An understanding of basic functions of management will be developed and the necessary steps/instruments of a strategy development process are presented to the students. Furthermore, topics like corporate social responsibility, internationalization strategies as well as fundamental aspects of global value chain management will be treated.		
Learning outcomes: Students will develop a fundamental understanding of the challenges and complexity of problems related to strategic management issues. They also will learn about potential solutions to strategic corporate problems. Students will get introduced to central challenges related to global value chain management Students will develop an understanding and get to apply central concepts/instruments of strategic and international management.		
Prerequisites: Formal: - Recommended: -		
Obligatory registration: yes		Further information on registration: Registration for exercise classes and tutorials on ILIAS portal
Courses	Hours per week	Self-study
Lecture	2	4
Exercise	1	2
Tutorial	1	2
ECTS in total		6
Form of assessment	Written exam (90 min.)	
Preliminary course work	-	
Lecturer/Person in charge	Prof. Dr. Michael Woywode / Prof. Dr. Matthias Brauer	
Duration of module	1 semester	
Offering	Fall semester	
Language	English	
Program-specific educational goals	LG 3	
Grade	graded	
Range of application	B.Sc. Business Administration	