

Module: MAN 655 (MAN 6550) Corporate Strategy

EN

Contents

In this course, we will critically reflect upon the role of corporate centers of multinational companies (MNCs). A particular emphasis will be placed on the challenges faced by corporate centers and their opportunities for value creation in their quest to turn a conglomerate discount into a conglomerate premium.

Learning outcomes

Students will acquire and demonstrate expert knowledge in the specific subject area of corporate strategy (i.e. about the challenges and value creation opportunities faced by corporate centers of MNCs).

Students will be able to apply and critically reflect upon contemporary theories, models and tools utilized in strategy research and practice (i.e. the repertoire of analytical tools applied by corporate centers to fulfill their “parenting” role).

When analyzing fictitious or real-life business cases, students will be able to identify key issues, derive appropriate solutions, and have good understanding of their impact on strategic decision outcomes.

Prerequisites for participation

Necessary: –

Recommended: Knowledge in strategic management

Forms of teaching and learning	Contact hours	Independent study time
Lecture	2 SWS	9 SWS
ECTS credits	4	
Graded	yes	
Workload	120h	
Language	English	
Preliminary course work	–	
Form of assessment	Written exam (60 min)	
Restricted admission	yes	
Further information	–	
Examiner Performing lecturer	 Prof. Dr. Matthias Brauer Prof. Dr. Matthias Brauer	
Frequency of offering	Spring semester	
Duration of module	1 semester	
Range of application	M.Sc. MMM, M.Sc. MMOSCM	
Program-specific Competency Goals	CG 1	