

**Module: MAN 655 Corporate Strategy: Managing Business Groups****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.

Students will be able to design and deliver professional and effective oral presentations of their own strategy case analyses.

**Prerequisites:**

**Formal:** -

**Recommended:** Knowledge in strategic management

**Obligatory registration:** yes

**Further Information on the registration:**  
Website of the chair / “Student Portal”

Courses	Hours per week	Self-study
Lecture	2	8
Exercise class	2	
ECTS in total		6

<b>Form of assessment</b>	Written exam and assignment/presentation in exercise class
<b>Preliminary course work</b>	-
<b>Lecturer/Person in charge</b>	Prof. Dr. Matthias Brauer
<b>Duration of module</b>	1 semester
<b>Offering</b>	Spring semester
<b>Language</b>	English
<b>Program-specific educational goals</b>	LG 1, LG 3
<b>Grade</b>	graded
<b>Range of application</b>	M.Sc. MMM, M.Sc. MMBR, M.Sc. Bus. Inf., M.Sc. Bus. Edu., LL.M., M.Sc. Econ., M.A. K&W