

Module: MAN 657 Global Strategic Management**Contents:**

Corporate activities that take place in multiple countries and/or are integrated across borders involve a substantial degree of managerial complexity. Global strategic management thus centers on the specific managerial challenges and choices associated with a firm's cross-border activities. This course will review the determinants, characteristics, and performance outcomes of firms' internationalization processes. This includes, among others, a discussion of firms' market entry and exit strategies, the critical reflection on common managerial practices (i.e., cross-border M&A, international alliance networks), and the review of common managerial dilemmas (e.g., localization vs. global standardization) in the global business context.

Learning outcomes:

Student will acquire and demonstrate expert knowledge in the specific subject of strategic management from a global perspective.

Students will be able to apply and critically reflect upon contemporary theories, models and tools primarily discussed in global strategic management research and practice.

When analyzing business cases, students will be able to identify sound solutions and have good understanding of their impact from a global perspective.

Students will be able to design and deliver professional and effective presentations of their own solutions to business cases in the field of global strategic management.

Prerequisites:

Formal: -

Recommended: MAN 655 Corporate Strategy

Obligatory registration: yes

Further Information on the registration: Website of the chair / "Student Portal"

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

Form of assessment	Written exam and assignment/presentation in exercise class
---------------------------	--

Preliminary course work	-
--------------------------------	---

Lecturer/Person in charge	Prof. Dr. Matthias Brauer
----------------------------------	---------------------------

Duration of module	1 semester
---------------------------	------------

Offering	Fall semester
-----------------	---------------

Language	English
-----------------	---------

Program-specific educational goals	LG 1, LG 3
---	------------

Grade	graded
--------------	--------

Range of application	M.Sc. MMM, M.Sc. MMBR, M.Sc. Bus. Inf., M.Sc. Bus. Edu., LL.M., M.Sc. Econ., M.A. K&W
-----------------------------	---