

2.4 Management

EN

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

Necessary: –

Recommended: –

	Contact hours	Independent study time
Lecture	2 SWS	7 SWS
Exercise class	2 SWS	6 SWS
ECTS	6	
Language	English	
Form of assessment	Written exam (90 min.)	
Restricted Admission	no	
Further information	Registration for exercise classes on ILIAS portal	
Performing lecturer	Prof. Dr. Michael Woywode / Prof. Dr. Matthias Brauer	
Offering	Fall semester	
Duration of module	1 semester	
Range of application	B.Sc. BWL	
Preliminary course work	–	
Program-specific Competency Goals	CG 1, CG 2, CG 4	

Graded

yes