

R 431/R 531 Strategic Management

Course content

History of strategic management
Concepts of market, resource and value-oriented management
PEST-analysis, market analysis, sector analysis including Five Forces Model,
Stakeholder Mapping, strategic early detection and risk management
company analysis including value chains,
core competencies, strategic success factors, GAP analysis
Portfolio Analysis Techniques
Strategic goals
Generic business strategies
Strategy and planning
Process of strategic planning
Strategic control

Textbooks

Bea/ Haas: Strategisches Management
Simon (Hrsg.): Strategiekonzepte
Simon/ v.d Gathen: Strategie-Instrumente

Hours per week 2

Course Type lecture

Assessment written exam

Lecturer: Prof. Dr. Schlander