<table>
<thead>
<tr>
<th>Number/Code</th>
<th>E15</th>
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<tbody>
<tr>
<td>Module Name</td>
<td>Strategic management</td>
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<tr>
<td>Type of Module</td>
<td>Business module (elective)</td>
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**Educational Outcomes, Competencies, Qualification Objectives**

The aims of the module are:
- To deepen the students’ understanding of the unique aspects of food and agricultural production, processing, distribution, wholesaling and markets and their relationships with strategy;
- To familiarize students with the development of strategies within a changing environment, to meet stakeholders’ interests;
- To provide students with the knowledge and confidence to make strategic business decisions;
- To raise critical awareness of strategic decision-making in agri-food organisations.

**Types of Courses**

Seminar (2 SWS), Seminar (N) (2 SWS)

**Course Content**

- The contents and framework of strategic management;
- An introduction to organisational & business strategies;
- The importance of values and purpose in defining organisation’s strategic goals;
- The management of stakeholder relations;
- Performance management and strategic control;
- The management of strategic change;
- Strategy-as-practice.

**Course Title**

Strategic management

**Teaching and Learning Methods (Types of Teaching and Learning)**

Lectures and short lectures combined with facilitated group discussion, seminars including activity based learning elements such as case studies

**Module Applicability**

- MSc International Food Business and Consumer Studies
- MSc Sustainable Food Systems
- MSc Sustainable International Agriculture
- MSc Ökologische Landwirtschaft

**Duration of Module**

1 Semester,

**Frequency of Module**

Annually, summer term

**Language**

English

**Recommended (Content) Prerequisites for Taking the Module**

- 

**Prerequisites for Taking the Module**

- 

**Students Workload**

180h, of which 60 contact hours, 120 hours of independent study

**Course Projects**

- 

**Prerequisites for Admission to Examination**

- 

**Examination**

Oral presentation (15-20 minutes) 50%, written examination (60 minutes) 50%

**Number of Credits for the Module**

6 Credits

**Teaching Unit**

Faculty of Organic Agricultural Sciences, University of Kassel

**Module Coordinator**

Prof. Dr. Christian Herzig, University of Kassel

**Module Teacher**

Prof. Dr. Christian Herzig and staff

**Types of Media**

Lecture slides, multimedia, case studies, guest lectures

**Literature**

A reading list will be provided on the e-learning platform