

<b>Number/Code</b>	E15
<b>Module Name</b>	<b>Strategic management</b>
<b>Type of Module</b>	Business module (elective)
<b>Educational Outcomes, Competencies, Qualification Objectives</b>	<p>The aims of the module are:</p> <ul style="list-style-type: none"> <li>• To deepen the students' understanding of the unique aspects of food and agricultural production, processing, distribution, wholesaling and markets and their relationships with strategy;</li> <li>• To familiarize students with the development of strategies within a changing environment, to meet stakeholders' interests;</li> <li>• To provide students with the knowledge and confidence to make strategic business decisions;</li> <li>• To raise critical awareness of strategic decision-making in agri-food organisations.</li> </ul>
<b>Types of Courses</b>	Seminar (2 SWS), Seminar (N) (2 SWS)
<b>Course Content</b>	<ul style="list-style-type: none"> <li>• The contents and framework of strategic management;</li> <li>• An introduction to organisational &amp; business strategies;</li> <li>• The importance of values and purpose in defining organisation's strategic goals;</li> <li>• The management of stakeholder relations;</li> <li>• Performance management and strategic control;</li> <li>• The management of strategic change;</li> <li>• Strategy-as-practice.</li> </ul>
<b>Course Title</b>	Strategic management
<b>Teaching and Learning Methods (Types of Teaching and Learning)</b>	Lectures and short lectures combined with facilitated group discussion, seminars including activity based learning elements such as case studies
<b>Module Applicability</b>	<p>MSc International Food Business and Consumer Studies  MSc Sustainable Food Systems  MSc Sustainable International Agriculture  MSc Ökologische Landwirtschaft</p>
<b>Duration of Module</b>	1 Semester,
<b>Frequency of Module</b>	Annually, summer term
<b>Language</b>	English
<b>Recommended (Content) Prerequisites for Taking the Module</b>	-
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<b>Students Workload</b>	180h, of which 60 contact hours, 120 hours of independent study
<b>Course Projects</b>	-
<b>Prerequisites for Admission to Examination</b>	-
<b>Examination</b>	Oral presentation (15-20 minutes) 50%, written examination (60 minutes) 50%
<b>Number of Credits for the Module</b>	6 Credits
<b>Teaching Unit</b>	Faculty of Organic Agricultural Sciences, University of Kassel
<b>Module Coordinator</b>	Prof. Dr. Christian Herzig, University of Kassel
<b>Module Teacher</b>	Prof. Dr. Christian Herzig and staff
<b>Types of Media</b>	Lecture slides, multimedia, case studies, guest lectures
<b>Literature</b>	A reading list will be provided on the e-learning platform