

International Strategic Management				
Department code: IBM6.2		Module name in German: Internationales strategisches Management		
Workload: 150 hours, made up of: 72 contact hours 78 self-study hours		ECTS credits: 5 ECTS	Semester: 6th semester	Frequency of module: Summer semester
Duration: 1 semester				
Module type: Compulsory module		Academic level: Bachelor's degree	Suitability of module: Recommended pre-requisite for Case Study 2, Entrepreneurship, Bachelor's Thesis; study programmes in the fields of business and economics	
1	Learning outcomes: Students will be able to apply the instruments and means of strategic management. They will have the ability to identify internal and external sources of competitive potential and carry out a strategic analysis. Students can define the individual phases of the strategy process. They can take into account the international context with its increasing uncertainty, dynamism and complexity.			
2	Module content: <ul style="list-style-type: none">– Concepts of strategic management (strategies, business models, competitive advantages)– Evaluation of the external corporate environment– Assessment of resources, skills and competitive position– Strategy development at functional, business field and company level– Competitive strategies in international markets– Strategy implementation and control– Ethics, corporate social responsibility, sustainability and strategy			
3	Teaching and learning methods: 3 SWS seminar-type tuition 1 SWS practical tutorial			
4	Module language: English			
5	Pre-requisites for studying this module: required: none recommended: Introduction to Business 1, Introduction to Business 2			
6	Type of examination: Written examination or term paper			
7	Assessment methods: Graded			
8	Requirements for awarding ECTS credits: Student must pass module examination			
9	Other remarks: None			