International Strategic Management

<table>
<thead>
<tr>
<th>Department code:</th>
<th>Module name in German:</th>
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<tbody>
<tr>
<td>IBM6.2</td>
<td>Internationales strategisches Management</td>
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<thead>
<tr>
<th>Workload:</th>
<th>ECTS credits:</th>
<th>Semester:</th>
<th>Frequency of module:</th>
<th>Duration:</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 hours, made up of:</td>
<td>5 ECTS</td>
<td>6th semester</td>
<td>Summer semester</td>
<td>1 semester</td>
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<tr>
<td>72 contact hours</td>
<td></td>
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<tr>
<td>78 self-study hours</td>
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<tr>
<th>Module type:</th>
<th>Academic level:</th>
<th>Suitability of module:</th>
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<tbody>
<tr>
<td>Compulsory module</td>
<td>Bachelor's degree</td>
<td>Recommended pre-requisite for Case Study 2, Entrepreneurship, Bachelor's Thesis; study programmes in the fields of business and economics</td>
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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:**
   - 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