ISSS
Strategic Management

Contact hours 13

credit points 1

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Topics

learning outcomes:

- to analyze the vision, mission, strategic goals, tactical goals, operational goals, measures;
- to analyze the political, legal, economic, monetary, social, environmental, cultural and technical business environment;
- to interpret Porter’s driving forces;
- to analyze a company’s resources;
- to analyze a company’s value chain;
- to differentiate between different corporate-level strategies;
- to explain advantages and disadvantages of innovation, imitation and adaptation strategies;
- to compare cost leadership, product differentiation and niche strategies;
- to identify key values for economic and business growth

outline:

1. Introduction
2. Strategy Analysis
   2.1 Goals
   2.1.1 From Vision to Measures
   2.1.2 Verbalization of Goals
   2.2 External Business Environment
2.2.1 General External Business Environment
2.2.2 Specific External Business Environment
2.3 Internal Business Environment
2.3.1 Resources
2.3.2 Value Chains

3. Strategy Formulation
3.1 Corporate-Level Strategies
3.1.1 Resource-Based Diversification
3.1.2 Non-Resource-Based Diversification
3.1.3 Strategies of Internationalization
3.2 Business-Level Strategies

4. Conclusion

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| Teaching methods | - Lectures  
|                  | - Discussions                                                                                                                  |
| Grading          | written exam (60 minutes)                                                                                                       |
| Teaching language| English                                                                                                                          |