

ISSS Strategic Management

Contact hours

13

credit points

1

Lecturer

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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

	<ul style="list-style-type: none"> 2.2.1 General External Business Environment 2.2.2 Specific External Business Environment 2.3 Internal Business Environment <ul style="list-style-type: none"> 2.3.1 Resources 2.3.2 Value Chains 3. Strategy Formulation <ul style="list-style-type: none"> 3.1 Corporate-Level Strategies <ul style="list-style-type: none"> 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
References	Dess, Gregory G. / Eisner, Alan B. / McNamara, G / Lee, S.-H.: Strategic Management. Creating Comparative Advantages, McGraw-Hill, New York, 2018 ⁹
Teaching methods	<ul style="list-style-type: none"> • Lectures • Discussions
Grading	written exam (60 minutes)
Teaching language	English