

# Module/Course Description/Syllabus

<b>Module:</b>	International Strategic Management		
<b>Module courses:</b>			
<b>Course Title:</b>	International Strategic Management		
<b>Recommended alternative module or courses:</b>			
<b>Course of studies:</b>	Master International Corporate Communication and Media Management		
<b>HISinOne Code:</b>	2630200		
<b>Study Cycle:</b>	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third <input type="radio"/> short
<b>Frequency:</b>	<input type="radio"/> winter term	<input checked="" type="radio"/> summer term	<input type="radio"/> each semester
<b>Language competence Level:</b> <input type="checkbox"/>			
<b>Responsible for the Module/Course:</b>	Prof. Dr. Daniel Schallmo		
<b>Lecturer/s:</b>	Prof. Dr. Daniel Schallmo		
<b>Type of course:</b>	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory	
<b>Mode of delivery:</b>	Face-to-face, e-learning		
<b>Language of Instruction:</b>	<input checked="" type="radio"/> English	<input type="radio"/> German	<b>Level of course:</b> 3rd semester
<b>Teaching Methods:</b>	Face-to-face and e-learning	<b>Volume:</b> hours per semester week	03
	Case studies		
	Presentations		
<b>Work parameters:</b>	<b>Contact hours in lecture form</b> 45	<b>Excercises (hours)</b> 45	<b>Self-studies (hours)</b> 60
			<b>All together (hours)</b> 05
			<b>ECTS-Credits:</b> 05
<b>Number of Participants:</b>			<b>Length of programme:</b> 1 semester
<b>Use for other studies:</b>	Students acquire the knowledge and skills to pursue an academic career in a PhD		

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<p><b>Prerequisites:</b></p>	<p>60 ECTS in corporate communications or media management, e.g. marketing, design, journalism</p>
<p><b>Learning outcomes:</b></p>	<ul style="list-style-type: none"> <li>-Participants are made aware of the topic of strategic management</li> <li>-Participants understand what strategic management can look like and how they themselves can become innovative leaders</li> <li>-Participants know how the approach for strategic management is applied for a real company</li> <li>-Participants exchange views and network with each other</li> </ul>
<p><b>Content:</b></p>	<ul style="list-style-type: none"> <li>-An overview of the approach and tools for strategic management</li> <li>-Describing an existing company • Conducting the strategic external analysis (What external drivers from the macro- and micro environment are relevant to us?)</li> <li>-Developing a strategic prognosis (How will the drivers develop in future and how can we derive scenarios from there?)</li> <li>-Conducting the strategic internal analysis (What internal factors are relevant to us?)</li> <li>-Developing strategic guidelines (What is our vision? Our mission?...)</li> <li>-Deriving strategic options (What strategic options do we have and how can they be evaluated?)</li> <li>-Formulating the strategy (How can the strategy be formulated and what are relevant projects and measures?)</li> </ul>

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<p><b>Examination Regulations:</b></p>	<p>Weekly presentations and summary, pdf. (40%)</p> <hr/> <p>Final presentation, incl. a communication concept for the strategy (40%)</p> <hr/> <p>Weekly individual review of each student (20%)</p> <hr/> <hr/> <hr/>
<p><b>Assessment methods/ components:</b></p>	<p>-Weekly presentations and summary, pdf. (40%)          -Final presentation, incl. a communication concept for the strategy (40%)          -Weekly individual review of each student (20%)</p>
<p><b>Assessment criteria:</b></p>	<p>-Marks 1.0-1.3-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking.          -Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements.          -Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities.          -Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment.          -Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p><b>Planned learning activities and teaching methods:</b></p>	<p>Lecture</p> <hr/> <p>Cases</p> <hr/> <p>Group work and presentation</p> <hr/> <p>Discussion</p> <hr/>

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<p><b>Required reading and other learning resources/tools:</b></p>	<div data-bbox="611 248 1533 327" style="border: 1px solid black; padding: 2px;">Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation; Pijl et. al.</div> <div data-bbox="611 342 1533 421" style="border: 1px solid black; padding: 2px;">Essentials of Strategic Management: Effective Formulation and Execution of Strategy; Wunder</div> <div data-bbox="611 436 1533 515" style="border: 1px solid black; padding: 2px;">Strategic Management; Lynch</div> <div data-bbox="611 530 1533 609" style="border: 1px solid black; padding: 2px;">Strategic International Management: Text and Cases; Moschett et al.</div> <div data-bbox="611 624 1533 703" style="border: 1px solid black; padding: 2px;"></div>
<p><b>Recommended reading and other learning resources/tools:</b></p>	<div data-bbox="611 750 1533 828" style="border: 1px solid black; padding: 2px;"></div> <div data-bbox="611 844 1533 922" style="border: 1px solid black; padding: 2px;"></div> <div data-bbox="611 938 1533 1016" style="border: 1px solid black; padding: 2px;"></div> <div data-bbox="611 1032 1533 1111" style="border: 1px solid black; padding: 2px;"></div> <div data-bbox="611 1126 1533 1205" style="border: 1px solid black; padding: 2px;"></div>
<p><b>Document Version:</b></p>	<div data-bbox="611 1229 874 1279" style="border: 1px solid black; padding: 2px;">1</div>
<p><b>Document Date:</b></p>	<div data-bbox="611 1323 874 1373" style="border: 1px solid black; padding: 2px;">27.03.2019</div>
<p><b>Document was created by:</b></p>	<div data-bbox="611 1400 1533 1449" style="border: 1px solid black; padding: 2px;">Prof. Dr. Daniel Schallmo</div>
<p><b>Valid from:</b></p>	<div data-bbox="611 1471 874 1520" style="border: 1px solid black; padding: 2px;">27.03.2019</div>
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<p><b>Additional information:</b></p>	<div data-bbox="611 1664 1533 1928" style="border: 1px solid black; padding: 2px;"></div>