

<b>Module 7: Strategies for Competitive Advantages</b>				<b>Study programme</b>	MBA english
<b>Modul type:</b>	<b>ECTS-Points:</b>	<b>Workload:</b>	<b>Study stage:</b>	<b>Module duration:</b>	
Compulsory	4	120	4th	14 sessions	
<b>Course(s):</b>			<b>Contact hours:</b>	<b>Independent study-hours:</b>	<b>Planned groupsize (max.):</b>
Course 7a: Strategic and International Management			28	32	15
Course 7b: Innovation and Entrepreneurship			28	32	15
<b>Module Learning Outcomes:</b>					
<p>After successfully accomplishing Module 7 „Strategies for Competitive Advantages“ students have acquired fundamental competencies in Strategic and International Management as well as in Innovation Management and Entrepreneurship. Students are equipped with basic and advanced analytic tools and are able to apply these tools for complex problem solving in the subject areas and beyond (“strategic thinking and acting”). Moreover, students have gained a broad understanding how the subject areas that are part of the module are interlinked with other domains in management (such as finance and human resource management).</p>					
<b>Intended Learning Outcomes:</b>					
<b>Course 7a: Strategic and International Management</b>					
<p>After the attendance of this course, students are capable</p> <ul style="list-style-type: none"> <li>- to explain what a corporate and business level strategy is and how firm strategy is related with sustainable competitive advantage</li> <li>- to apply strategic management tools and concepts in order to solve complex problems</li> <li>- to explain the internal and external firm context and to understand the importance of the link between different levels for strategic decision making</li> <li>- to reflect on the positives and negatives of globalization</li> <li>- to assess how, when, where and why firms should internationalize</li> <li>- to apply theoretical knowledge to solve practical problems</li> </ul>					
<b>Course 7b: Innovation and Entrepreneurship</b>					
<p>After the attendance of this course, students are capable</p> <ul style="list-style-type: none"> <li>- to explain what innovation management is and which different components innovation management encompasses</li> <li>- to explain why innovation is important for firms’ sustainable competitive advantage</li> </ul>					

- to identify, value, and select market opportunities and to reflect on what is necessary to introduce ideas into the market
- to understand and apply the elements of a business plan
- to link innovation, management and entrepreneurship

**Description / Contents:**

**Course 7a: Strategic and International Management**

1. Company Vision, Mission and Goals
2. Corporate and business level strategy
3. Firm resources and capabilities
4. External Environment of the firm
5. Globalization and firm internationalization
6. Formal and informal institutions
7. Foreign market entry mode and location choice and timing of internationalization

**Course 7b: Innovation and Entrepreneurship**

1. Innovation management
2. Opportunity identification, assessment, and market introduction
3. Business planning
4. Project management

**Basic literature:**

Parboteeah, K. Praveen & Cullen, John B., “Strategic International Management”, 5e (International Edition, 2011).

Carpenter, Mason A. & Sanders, Wm. Gerard, “Strategic Management – A Dynamic Perspective: Concepts and Cases”, 2e (International Edition, 2009).

**Language:**

Courses are taught in English.

**Teaching methods:**

Lecture, group work, self-study.

**Module applicability:**

MBA „General Management“ - english

**Pre-requisites / Requirements:**

Admission to the MBA programme “General Management” - english

**Examination Types:**

Examination in the form of a written assignment.

**Requirement for award of ECTS-points:**

Successful participation in the exam

<b>Course availability:</b>
Annually
<b>Assessment:</b>
The exam of this module counts for 9,09 per cent of the final examination
<b>Modul convenor and main lecturer:</b>
Prof. Dr. Christian Schwens
<b>Further information:</b>
Material for the courses will be provided online before the courses start
<b>Module Version:</b>
11.07.2014