



<b>Department</b>	14 Tourism
<b>Course title</b>	<b>Applied Strategic Management (Case Studies)</b>
<b>Hours per week (SWS)</b>	2
<b>Number of ECTS credits</b>	3
<b>Course objective</b>	Learn about strategic management frameworks and topics via case studies
<b>Prerequisites</b>	
<b>Recommended reading</b>	
<b>Teaching methods</b>	Lecture and joint Case Studies
<b>Assessment methods</b>	Presentations and Exam
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Lukas Schönberger
<b>Email</b>	<a href="mailto:lukas.schoenberger@hm.edu">lukas.schoenberger@hm.edu</a>
<b>Link</b>	
<b>Course content</b>	Learn about strategic management frameworks and topics via case studies
<b>Remarks</b>	