

Department	05 Technical Systems, Processes and Communication
Course title	General Management
Course number	
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	<p>Strategic Management:</p> <ul style="list-style-type: none"> <input type="checkbox"/> critically discuss the theoretical and conceptual aspects of strategic management, <input type="checkbox"/> identify the fundamental significance of strategic corporate management for long-term company management, <input type="checkbox"/> recognise strategy-relevant factors and consider these for decision-making processes, <input type="checkbox"/> analyse and assess existing strategies and develop new strategic approaches, <input type="checkbox"/> outline the difficulties that can arise in connection with the formulation and implementation of a corporate strategy, <input type="checkbox"/> identify problems associated with practically formulating and implementing strategic company decisions and suggest possible solutions. <p>Accounting and Finance for Non- Specialists:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Explain and define the nature and roles of the accounting and finance functions. <input type="checkbox"/> Identify the main users of financial information and discuss their needs. <input type="checkbox"/> Describe the goal of the firm and explain why maximizing the value of the firm is an appropriate goal for a business. <input type="checkbox"/> Explain the key principles that financial managers use when making business decisions. <input type="checkbox"/> Describe the legal forms of business organization.
Prerequisites	None
Recommended reading	<p>Strategic management:</p> <p>De Wit, R., Meyer, R. (latest edn) Strategy: Process, Content, Context, London: Thomson Learning Johnson, G., Scholes, K., Whittington, R., (latest edn) Exploring corporate Strategy, Harlow: Pearson Education Ltd. Thompson, A., Strickland, A. (latest edn) Strategic Management, concepts and cases: McGraw-Hill/Irwin</p> <p>Accounting and Finance for Non- Specialists:</p> <p>Keown, M.J., Martin, J.D., & Petty, J.W. (2020). Foundations of Finance: The Logic and Practice of Financial Management, 10th Edition, Pearson, London, U.K.</p>
Teaching methods	Seminar-type teaching
Assessment methods	Written exam
Language of instruction	English
Name of lecturer	Prof. Dr. Sudnik / Prof. Dr. Forschelen
Email	paul.sudnik@hm.edu ; dr.forschelen@isopu.de
Link	
Course content	Strategic Management and Accounting
Remarks	