

Courses in English Course Description

Department	10 Business Administration
Course title	Corporate Strategy
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	<p>This course aims to provide participants with a toolbox for the analysis and establishment of corporate strategic plans in an international context. It is designed to chart a different course than that advocated by traditional strategic approaches. By “flipping the classroom” we will find more time to examine real world cases that will, by the end of the module, provide students with the advanced knowledge and skills needed for working in strategic contexts internationally. The theoretical base of the strategy element of the module is provided by the Mintzbergian perspective on strategy and then proceeds to develop the traditional Uppsala Model of business internationalisation to ask radical questions of the practice of International Management.</p> <p>Module Aims and Learning Outcomes</p> <p>By the end of the course you should be comfortable with the strategic approach advocated and recognize the various challenges faced by managers as they plan and internationalise their businesses. Once you have completed this module you will:</p> <ul style="list-style-type: none">• Recognize the wide range of activities embraced by the terms “Strategic Planning” and “International Management”• Be conversant with a number of theoretical concepts in strategy• Appreciate the cultural implications of setting international strategy• Be familiar with their practical application in a number of contexts• Appreciate the complexity of managing in the modern world• Understand the immutability of an ethical approach to business administration and of the desirability of diversity in the workplace• Be a more independent learner and logical thinker.
Prerequisites	None
Recommended reading	
Teaching methods	Readings, case studies, discussions, and presentations
Assessment methods	Exam
Language of instruction	English
Name of lecturer	Prof. Dr. Paul Sudnik
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Link	

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Course content

International Framework:

An overview of International Business
The Institution Based View (PESTEL / OT)
The Market Based View (Porter's 5 Forces / S Curve / Disruptive Innovation)
The Resource based view (VIRO / SW)
Stakeholder Analysis and the Value Chain
Strategies for Entering Foreign Markets
Organisation Design and Control
International Marketing and Operations Management
International Financial Management

Planning Framework:

The 2 Faces of Strategic Management
The 5P's of Strategy
The 10 Schools of Strategy
Fitting the tools of strategy into a planned framework

Implementation:

Market Entry Strategies
CSR and Ethics

Remarks