Courses in English
Course Description

Department	14 Tourism
Course title	**Corporate Management (course offered every semester)**
Course number	R 621&622e
Hours per week (SWS)	4 SWS / 45 h
Number of ECTS credits	5
Course objective	After participating in the module courses, students will be able to ... • think cross-functionally and cross-departmentally in accordance with the overall objectives of a company (professional competence / methodological competence) • to derive operational actions conclusively from strategic thinking and the overriding vision of the company (professional competence / methodological competence) • Understand management techniques from the perspective of both employeeX and managerX (professional competence / methodological competence). • think across companies, understand longer-term dynamics of the environment, stakeholders and the company, and identify key levers (technical competence) • to know and apply central frameworks and strategy models from the areas of corporate management and from the strategic management process incl. the development of recommendations for action for concrete company examples (professional competence / methodological competence) • Identify important environmental, social and "good governance" aspects and (professional competence) • understand basic characteristics of international corporate activities and the corresponding challenges for corporate management and apply them in examples (professional competence / methodological competence) Focus Topics: Students... • become familiar with practically relevant personnel and organizational aspects in companies and derive implications for their own later activities as employeesX / managersX (methodological competence / self-competence) • learn about interrelationships in the context of current topics in corporate management in the form of case studies and simulate decision-making situations - sometimes in teams (methodological competence / social competence) • learn to assess and apply change management, corporate assessment and quality management from the perspective of corporate management (professional competence / methodological competence) • learn quantitative and qualitative negotiation preparation (payoffs, BATNA, ZOPA, etc.) and master basic negotiation / persuasion techniques (professional competence) • gain a basic insight into the topics from the area of self-management (selfcompetence)
Prerequisites	
Recommended reading	
Teaching methods	Seminar-based teaching
Assessment methods	90 minutes written examination
Language of instruction	English
Name of lecturer	Prof. Dr. Guy Katz
Email	guy.katz@hm.edu
Link	
Course content	• Frameworks corporate strategy and environment, analysis, implementation and decision models with reference to current cases from practice • Models and reality of strategic and operational corporate management • CSR, Change Management, Assessment Approaches and Remediation • Negotiate and convince • Basics of personnel management and organizational design

Remarks