Courses in English
Course Description

Department	14 Tourism
Course title	**Applied Corporate Management** **(course will be offered every semester)**
Course number	R 712
Hours per week (SWS)	2
Number of ECTS credits	3
Course objective	Internalise central frameworks from module R6.2 more deeply through repetition [professional competence], but above all to solve partly real, partly fictitious case studies together, to "play through" them and to think them through further [methodological competence]; Develop these solutions in (partly multinational) teams (groups in ENG are open to exchange students) [social skills] and; prepare the results together in a presentation and present them jointly [methodological competence] and finally; Learn / practise how to deal with these in simulated conflict situations such as live negotiation exercises and to build up a certain level of stress resilience [social skills]
Prerequisites	Knowledge about Corporate Management
Recommended reading	
Teaching methods	mix of lecture and case studies
Assessment methods	group presentation
Language of instruction	English
Name of lecturer	Prof. Dr. Guy Katz
Email	guy.katz@hm.edu
Link	
Course content	Organisational and management aspects using the example of a start-up Strategy and competition analysis including a business field analysis with reorganisation aspects Negotiation preparation and management Work and project management in matrix organisations Change management and resistance Quality management and competitive positioning
Remarks	