Courses in English
Course Description

Department	14 Tourism
Course title	**Strategy and Strategic Thinking** **(course offered only during winter terms)**
Course number	N 3.12 T
Hours per week (SWS)	2
Number of ECTS credits	3
Course objective	The students are able to apply and monitor strategy models in a sovereign manner, Actively implement and monitor strategy models in different environmental and business situations and with different practical challenges Integrate new developments and organizational forms (such as start-ups) into strategic thinking and make the best possible use of them for companies and organizations Derive and combine operational actions coherently from strategic thinking and manage ongoing interactions for yourself and others Get to know the psychological effects of (wrong) decisions
Prerequisites	
Recommended reading	
Teaching methods	Lectures/Workshops
Assessment methods	90 minutes written exam
Language of instruction	English
Name of lecturer	Prof. Dr. Guy Katz
Email	guy.katz@hm.edu
Link	
Course content	Basic classical and more recent strategy approaches by Porter, Mintzberg, BCG, etc. from the literature, in parts with case studies Crystallization of the common basis of 'strategic thinking' and the application of value-based strategy in the management of companies Understanding the influence of current technological, social and business developments on strategic thinking and discussing them with practical examples Tools for successful strategy implementation and management as well as human and psychological weaknesses and their effects
Remarks	

Hochschule München University of Applied Sciences

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*bitte **zuerst** Feld B1 anklicken, dann Pfeil, um Fakultät aus Liste auszuwählen*