

Courses in English Course Description

Department	14 Tourism
Course title	Strategy and strategic thinking
Course number	N3.1 T
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	<p>Students will be able to confidently:</p> <ul style="list-style-type: none"> • Actively implement and monitor strategy models in diverse environmental and corporate situations and with diverse practical challenges • Integrate new developments and organizational forms (such as startups) into strategic thinking and make them optimally available to companies or organizations • Consolidate sustainability as a permanent value basis in their own decision-making patterns and sharpen their own critical thinking skills • Coherently derive and combine operational actions from strategic thinking and manage ongoing interactions for themselves and others • Recognize the impact of strategies on success factors and develop evaluation designs that enable meaningful impact analysis • Evaluate selected tourism policy strategies with regard to their impact • Apply counterfactual scenario thinking in everyday (professional) life and distinguish between causality and correlation and become familiar with the psychological effects of (incorrect) decisions
Prerequisites	/
Recommended reading	/
Teaching methods	Seminar-style teaching, partly as a workshop with speakers from practice
Assessment methods	Written exam
Language of instruction	English
Name of lecturer	Prof. Dr. Matthias Firgo & NN
Email	matthias.firgo@hm.edu
Link	https://mediapool.hm.edu/media/fk14/fk14_lokal/meinstudium_6/vorlesungundseminarplan/modulhandbuecher/Modulhandbuch_Masterstudiengang_SIT_25.02.2025.pdf
Course content	<p>Fundamental classic and more recent strategy approaches from Porter, Mintzberg, BCG, and others, drawn from the literature, partly with case studies.</p> <ul style="list-style-type: none"> • Identify the common foundation of strategic thinking and the application of value-based strategy in corporate management. • Understand the influence of current technological, social, and business developments on strategic thinking and discuss them with practical examples. • Become familiar with tourism business models with their respective strategic backgrounds, evaluate them, review their sustainability, and further develop them. <p>Tools for successful strategy implementation and management, as well as human and psychological weaknesses and their impacts</p> <ul style="list-style-type: none"> • Workshops with industry thought leaders: Shaping the future with sustainability, acceptance, and financial viability • Workshops with representatives from the tourism industry, using practical cases from companies. The focus is on actively involving students in concrete, practical problem-solving • Empirical case studies on successful and less successful tourism policy strategies and measures • Training in thinking in counterfactual scenarios to assess the causal effects of strategies and innovations on appropriate success metrics • Evaluation problems in the social sciences, methods of impact evaluation
Remarks	