Syllabus Module GMT 3013: Strategic Management
2 SWS, 3 ECTS-Credits, Language of instruction: English

Time and location: BSWP, BMKWE, BIM, BEL, BIB, BCR, BPM, BWR.
Tuesdays, 08:00 am - 09:30 pm (W3.2.04)
from: 01 October 2019
to: 21 January 2020.

[Please note: on 21 January 2020 the lecture takes place in room W2.2.01 instead of W3.2.04]

Language: English.

Workload: 3 ECTS, 2 SWS, 60 hours self-study.

Level: Bachelor, 6th semester.

Requirements: Proficiency in English (at least B2).

Assessment: Written exam (60 minutes)

Voluntary group assignment

Lecturer:
Prof. Dr. Korbinian Eichner,
Professor of Business Administration and Corporate Finance.

Office hours: Tuesdays, 12:00 pm - 01:30 pm (W2.3.06)
(please make an appointment by email).

E-Mail: korbinian.eichner@hs-pforzheim.de

Course description:
The question of how a firm achieves a sustainable competitive advantage over its competitors while another firm fails to do so lies at the center of strategic management. Why is strategic management of importance to firms? Because the existence of a competitive advantage correlates strongly with a firm’s financial success and that of its shareholders.

The course discusses the different building blocks (e.g., mission, structure, positioning, etc.) which can help a firm to generate a competitive advantage. The course also familiarizes the participants with various tools, concepts, and analytical frameworks that enhance their ability to define and analyze strategic problems, and to identify sources of competitive advantages from both an industry and firm-level perspective.
Course content:

Key learning blocks include:

<table>
<thead>
<tr>
<th>Topic no.</th>
<th>Topic</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to strategic management</td>
<td>• What is strategy and strategic management?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Relationship between strategic management and financial performance.</td>
</tr>
<tr>
<td>2</td>
<td>Initiating strategies</td>
<td>• Setting aspirations: missions, vision, values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Strategic planning processes.</td>
</tr>
<tr>
<td>3</td>
<td>Positioning</td>
<td>• Execution of strategic analysis: External focus.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Execution of strategic analysis: Internal focus.</td>
</tr>
<tr>
<td>4</td>
<td>Strategy Formulation</td>
<td>• Development of a corporate strategy.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Development of business level strategies.</td>
</tr>
<tr>
<td>5</td>
<td>Evaluating Strategies</td>
<td>• Relevance of value creation and its critical assessment.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Measurement of value creation.</td>
</tr>
<tr>
<td>6</td>
<td>Implementing Strategy</td>
<td>• Strategy execution process.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Balanced Scorecard.</td>
</tr>
</tbody>
</table>

Learning objectives:

Having completed this course, students should be able to:

- To gain an overview of what strategic management is about.
- To develop the ability to think strategically about a business organization, its strategic position, and how to strive for a sustainable competitive advantage.
- To build skills in conducting strategic analysis in a variety of competitive situations and provide an understanding of the competitive challenges of firms.
- To give insights into the organizational processes by which strategies are formulated and executed.
The following illustrates how the course in strategic management supports the learning objectives of general management:

<table>
<thead>
<tr>
<th>Objective</th>
<th>Course contributions to objective</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundamentals of management.</td>
<td>Being aware of and understanding the nature and roles of firm resources to be utilized in strategic management processes. The relevance of value creation for strategic management decisions.</td>
<td>Discussions within class, group assignment, exam.</td>
</tr>
<tr>
<td>Responsible leadership in organizational contexts.</td>
<td>Understanding the dependencies between a changing market environment and the related threats and opportunities for firms when it comes to strategic management orientation.</td>
<td>Discussions within class, group assignment, exam.</td>
</tr>
<tr>
<td>Creative problem solving skills in a complex business environment.</td>
<td>Developing solutions to future perspectives and evaluating the “most appropriate” solution in order to deliver sound strategic concepts.</td>
<td>Discussions within class, group assignment, exam.</td>
</tr>
<tr>
<td>Research skills.</td>
<td>Developing solutions to future perspectives and evaluating the “most appropriate” solution in order to deliver business competitiveness.</td>
<td>Group assignment.</td>
</tr>
<tr>
<td>Management of the challenges of global sustainability and awareness for social and corporate responsibilities.</td>
<td>Addressing selected questions/problems relating to business ethics, e.g. company goals, social responsibility et cetera, linked to the field of strategic management across cultures and borders.</td>
<td>Discussions within class, group assignment, exam.</td>
</tr>
</tbody>
</table>

**Teaching and learning approach:**

The course is organized as a lecture, but throughout the course emphasis is put on discussions and interactions with the students as well as small exercises in class and group assignments. This application-oriented approach should foster the transfer of concepts and methods learned to ‘real-world’ situations the students will be confronted with in the future.

Groups of 3-4 students (depending on class size) can work on a group assignment. Group assignments, corresponding questions, as well as any material for the course will be distributed to the students on the e-learning platform.
Method of assessment:

The final grade will be based on

- a written examination (60 minutes, closed book) [60 points = 100%] and
- a voluntary group assignment (optional group work) [+5 points extra]

Students can voluntarily work on a group assignment in groups. Depending on the quality of the submissions, students can collect extra points, which count towards their final grade (max. +5 points). The group assignment instructions will be uploaded by the lecturer on Moodle at the beginning of the semester. The solutions to the group assignments need to be handed in only (and not presented in class).

Exam:

The exam will cover the lecture material and include a mixture of open questions and small case studies.

Grades will range between 1.0 (very good) and 5.0 (fail), in 0.3 and 0.7 steps.

1.0 Very good, a performance significantly above the average.
2.0 Good, an above average performance.
3.0 Satisfactory, an average performance.
4.0 Adequate, a below average performance with noticeable shortcomings.
5.0 Fail, an unacceptable performance.

Literature:


Additional readings:

(a) Books (latest editions):
Grant, R.: Contemporary Strategy Analysis, Blackwell.
(b) Articles:


