

Module 3 “Strategy Management Game”

Supervisor	Prof. Dr. Nicole F. Richter
Inputs	Dr. Philipp Glösmann
Learning path	Workload: 6 ECTS / 180 hours Attendance: 40 hours (6 dates) in 10 weeks
Recommended semester	1st semester
Exam/grading	Presentation Term paper

Contents

- Strategies, strategy development and strategic analysis
- International market selection, market segmentation and market expansion
- Benefit promise and strategic positioning
- International market entry and market cultivation strategies
- Price strategies, profitability and scenario analysis
- Strategies for successful competitive presentations of strategic concepts
- Planning of projects for strategy implementation
- Management of (project) teams, risk and stakeholder management
- Current developments in strategic and project management

Learning objectives

Upon successful completion of this module, students are able to:

- Develop a structured literature overview and thus acquire new knowledge
- Describe and discuss the main and current theoretical approaches and concepts in the field
- Critically reflect on management tools and apply them to practical challenges
- Develop appropriate strategies with a view to national and international market challenges
- Analyze the consequences of strategic alternatives
- Transfer and integrate strategic concepts into projects
- Identify and solve the pitfalls in the implementation of the strategy
- Present and defend strategic concepts to decision-makers
- Take responsibility in the project team and evaluate and perform various roles in the project team
- Present and summarize strategic concepts in the form of a suitable management report