

Name of programme: Supply Chain Management (MSc)

| Title of Module | Strategic Management |
|----------------------------------|--|
| Responsible person | Prof. Dr. Monika Maria Möhring |
| Lecturer | Prof. Dr. Monika Maria Möhring, N.N. |
| Module Code | GMT01 |
| Type of Module | X obligatory module, O elective module |
| Level | O BA O BSc O BEng, O MA x MSc O MEng O MBA |
| Language | English |
| Related Degree Programme/s | Supply Chain Management (M.Sc.) |
| Department | Management and Communication |
| Location | O Gießen, x Friedberg |
| Availability/frequency of module | O every semester, O annually in the Winter Semester, x annually in the Summer Semester, |
| Hours per Week / Workload | 3 HpW, contact hours per week 150 H in total |
| Number of CrP/ECTS | 5 ECTS/CrP |
| Forms of instruction | x lecture, x seminar, O supervised training, O laboratory practical course |
| Qualifications and Goals | <p>In the course of this compulsory module, contents and fields of inquiry in strategic management are conveyed to students. Apart from introducing into the logic, lens and mindset of strategic management – scientifically and in the applied sense -, a generic approach in strategizing is taught and deepened. The application of tools and techniques is pivotal within the scope of strategic analysis and evaluation, enhanced by relevant case studies.</p> <p>Upon completing this module, students should be enabled to:</p> <ul style="list-style-type: none"> - re-enact target systems and research methodological approaches / paradigms of strategic management and critically reflect them as to practical application, - apply instruments and tools of strategic analysis and critically weigh their situated applicability, - formulate strategic alternatives and assess their potential effectiveness in order to make an informed selection of a suitable course of action, - to initiate, manage, and execute a strategy development process. |
| Short Description of Contents | <p>In the course of this compulsory module, contents and fields of inquiry in strategic management are conveyed to students. Apart from introducing into the logic, lens and mindset of strategic management – scientifically and in the applied sense -, a generic approach in strategizing is taught and deepened. The application of tools and techniques is pivotal within the scope of strategic analysis and evaluation, enhanced by relevant case studies.</p> |

| | |
|-------------------------|---|
| Description of Contents | <p>Learning Unit 1: Philosophical foundation of strategy; the lens, ontologies, operationalisation of strategizing blueprints. The language of strategy, warfare, tactical strategic courses of action. The metaphorical and allegorical meanings of strategy vocabulary.</p> <p>Learning Unit 2: Tools of strategizing and strategic control. SWOT analysis, PESTLE, VRIN, cyclical developments, the strategy clock. The comprehensiveness of strategic toolsets.</p> <p>Learning Unit 3: The strategist. Characteristics, personal traits, perseverance of goals. Case studies (historical examples such as Henry Ford and Ferdinand Porsche).</p> <p>Learning Unit 4: Risk management. Sourcing risk, single supplier risk, foreign risk, socio-geographical risk, commodity and currency rate risk. Risk mitigation and hedging. Legal requirements for risk management.</p> |
| Prerequisites | (1) Students should have completed at least one undergraduate level operations management and business administration/strategic management course; (2) B2 level in English; (3) matriculation on master level |
| Assessment | O oral (O examination of xx minutes, O presentation), x written (O final exam, x term paper) |
| Literature/Textbooks | TBA |
| Other | |