

Business Strategy					
Module Code	Workload	Credits	Semester	Frequency of Module	Duration
	180 hrs.	6	2	Only winter semester	1 Semester
1	Module Components	Teaching Language	Contact Hours	Self Study	Class Size
	a) Business Strategy	a) English	a) 45 hrs.	a) 135 hrs.	a) 15
2	<p>Learning Outcomes</p> <p>Nach erfolgreicher Teilnahme am Modul können die Studierenden ...</p> <p>Knowledge (1) ... Transfer a real business situation (case study) into a model (data, functions, business processes, organization).</p> <p>Comprehension (2) ... Recognize a company from the entrepreneurial point of view.</p> <p>Application (3) ... Use methods and techniques for describing a company from different point of views (customer orientation, competitiveness, cost structure, product portfolio, ...). ... Apply Project management techniques for realizing consulting projects. ... Perform teamwork, presentations and communication in teams.</p> <p>Analysis (4) ... Use methods and techniques for analyzing a company. ... Control and report of a consulting project.</p> <p>Synthesis (5) ... Develop a business strategy for a company. ... Assemble individual results to a group-based presentation.</p> <p>Evaluation (6) ... Evaluate components of a business strategy. ... Evaluate teamwork performance and presentations.</p>				
3	<p>Individual Component Content</p> <p>a) - Elements of a Business Strategy</p> <ul style="list-style-type: none"> - vision, mission, core values, objectives, strategy - top-down approach: Value chain, Business Process management, Continuous Process Improvement - Innovation management - Supply chain management - Customer relationship management - Supplier relationship management - Quality management 				

	<ul style="list-style-type: none"> - Risk management - Methods <ul style="list-style-type: none"> - Balanced Scorecard - Business Plan - BCG Matrix - SWOT-Analyse - Approaches <ul style="list-style-type: none"> - Analyzing as-is structures - Developing to-be concepts - Excursion <ul style="list-style-type: none"> - Ethics
4	<p>Teaching Methods</p> <p>a) Seminar</p>
5	<p>Prerequisites</p> <ul style="list-style-type: none"> - Consulting Methods and Techniques - Business Process Management - Managing Consulting Companies
6	<p>Methods of Assessment</p> <p>a) Graded Assessment 1K (40%) (Written Exam) (6 LP insgesamt für alle Teilprüfungsleistung dieser Lehrveranstaltung)</p> <p>a) Graded Assessment 1sbA (60%) (Practical Work)</p>
7	<p>Applicability of Module</p> <p>Business Consulting M.Sc. (BCM)</p>
8	<p>Person Responsible for Module</p> <p>Prof. Dr. Peter Mattheis (Module Responsible)</p>
9	<p>Reading List (Core Texts and Recommended Texts)</p> <p>a) Kaplan, Robert S.; Norton, David P.: The strategy-focused organization : how balanced scorecard companies thrive in the new business environment, Harvard Business School Press 2001</p> <p>Laudon, Kenneth C.; Laudon, Jane Price: Essentials of management information systems : managing the digital firm, 15. ed., Pearson 2017</p> <p>Magretta, Joan: Understanding Michael Porter : the essential guide to competition and strategy, Harvard Business Review Press 2012</p>