

## 4.1 - Strategic Management and Marketing (engl.)

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<b>Allgemeine Informationen</b>	
<b>Modulkürzel oder Nummer</b>	4.1
<b>Eindeutige Bezeichnung</b>	StratMgmtMaC-01-BA-M
<b>Modulverantwortlich(e)</b>	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@haw-kiel.de)
<b>Lehrperson(en)</b>	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@haw-kiel.de)
<b>Wird angeboten zum</b>	Sommersemester 2025
<b>Moduldauer</b>	1 Fachsemester
<b>Angebotsfrequenz</b>	Regelmäßig
<b>Angebotsturnus</b>	In der Regel jedes Semester
<b>Lehrsprache</b>	Englisch
<b>Empfohlen für internationale Studierende</b>	Ja
<b>Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)</b>	Ja

<b>Studiengänge und Art des Moduls (gemäß Prüfungsordnung)</b>
Studiengang: B.Sc. - WINF - Wirtschaftsinformatik (6 Sem.) Modulart: Wahlmodul Fachsemester: 4, 5, 6
Studiengang: B.Sc. - WINF 7 Sem. - Wirtschaftsinformatik (7 Sem.) Modulart: Wahlmodul Fachsemester: 2, 3, 4, 5, 7

<b>Kompetenzen / Lernergebnisse</b>
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>

After successful completion of the course, the student will be able to:

- Envision and competently work with the entire strategic management process
- Conduct highly proficient internal and external environment analyses and be able to present these via very structured and organized methods
- Confidently work with the tools of the strategic management process including PEST analysis, Porter 5 Forces analysis, Competitor profile analysis and mapping, Internal audits, Resource based view analysis, industry concentration analysis, etc.
- Understand the intricacies of mission and vision statements
- Learn how to analyse company strategies in conjunction with contemporary market developments
- Recognise the urgency of innovative behaviour for companies operating in developed markets
- Learn, via the tools of strategic analysis, how to evaluate strategic options and how to develop an effective strategic plan
- Discuss and work with various motivational methods of strategy implementation
- Create planned direction for strategic alliances
- Create coordinated governance systems for diversified companies
- Competently evaluate strategic performance and take corrective actions if needed
- Make a connection between a coherent strategic management plan and its marketing implications

After successful completion of the course, the student will be able to:

- Provide precise and valid strategic direction for companies
- Envision holistic management practices and be able to implement them at a strategic level
- Quickly identify current business affairs and their strategic repercussions
- Coordinate a unified business portfolio assessment
- Act as professional consultants for companies seeking strategic recommendations
- Present key findings in well-ordered overview form for management presentation
- Provide rational judgements and assessments of companies in domestic and international markets
- Assess leading edge technologies for companies operating within regulatory and environmental constraints
- Relating the PLC to innovative behaviour within companies

After successful completion of the course, the student will be able to:

- Present and confidently portray a strategic management plan for top executives that is consistent, logical, resilient and defensible at each level of analysis
- Talk competently regarding the strategic management process and the options companies can/should pursue
- Cut-to-the-core of complicated business plans revealing actual strategic intentions vs. codified management speak
- Work with company managers around the globe to facilitate optimal business outcomes
- Pursue and express strategic directions that act in the best interest of companies and their wealth gains

After successful completion of the course, the student will be able to:

- Critically reflect upon strategic business plans and their positive/negative ramifications on domestic and foreign environments
- Understand when company betterment is in the interest of societal gains vs. societal losses
- Have a firm understanding of why companies behave in the manner they do, and how they can achieve optimal outcomes

## Angaben zum Inhalt

<b>Lehrinhalte</b>	<p>Content pivots around but is not limited to:</p> <p><b>Strategy Formulation</b></p> <ul style="list-style-type: none"> <li>• Strategic analysis in a globalized context</li> <li>• Competitive advantage and societal impacts</li> <li>• Vision and mission statements</li> <li>• Tools of external environmental analysis: Pest and Porter</li> <li>• Economies of scale as entry and exit barriers</li> <li>• Tools of internal environmental analyses: Resource based view and</li> </ul> <p><b>Internal audits</b></p> <ul style="list-style-type: none"> <li>• ROI and future value calculations</li> <li>• Calculating Herfindahl-Hirschman-Index</li> <li>• Strategies in action with cases</li> <li>• Tools of strategic analysis: SWOT Matrix, SPACE Matrix, BCG Matrix,</li> </ul> <p><b>Grand Strategy Matrix</b></p> <ul style="list-style-type: none"> <li>• Creating External and Internal Factor Evaluations</li> </ul> <p><b>Strategy Implementation</b></p> <ul style="list-style-type: none"> <li>• Management and operational issues</li> <li>• Establishing new annual objectives in tune with motivation</li> <li>• Managing conflict</li> <li>• Downsizing</li> <li>• Linking pay to performance</li> <li>• Strategy and structure</li> <li>• Cultures fit with structure and strategy</li> <li>• Cases of good and poor strategic structure-culture fit</li> <li>• Organizing corporate diversification</li> <li>• Agency conflicts</li> <li>• Organizing strategic alliances</li> <li>• Misrepresentation in alliances</li> </ul> <p><b>Strategy Evaluation</b></p> <ul style="list-style-type: none"> <li>• Developing a strategy evaluation framework</li> <li>• Balanced scorecard</li> </ul> <p><b>Aligning marketing ways with strategic assessment:</b></p> <ul style="list-style-type: none"> <li>• Manipulating customer needs</li> <li>• Irrationality of Price and Promotion</li> <li>• Examples of effective marketing today</li> <li>• Penetrating through the "cheese bell"</li> <li>• Questioning subliminal marketing</li> </ul> <p>#strategischeanalyse #externemarktbewertung #internebewertung          #herfindahlhirschmanindex #swotmatrix #bcgmatrix# grandstrategymatrix          #spacematrix #competitormapping #downsizing #pest #porter5forces          #resourcebaseview #internesaudit #strategieformulierung          #strategieimplementierung #strategiebewertung #visionstatement          #leitbild #preisstrategien #unterschwelligesmarketing #strategicanalysis          #externalmarketevaluation #internalevaluation #internalaudit          #strategyformulation #strategyimplementation #strategievaluation          #missionstatement #pricingstrategies #subliminalmarketing</p>
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<b>Literatur</b>	<p>Recommended readings:</p> <ul style="list-style-type: none"> <li>• Strategic Management and Competitive Advantage, Concepts and Cases (2015, 5th ed.) by Barney and Hesterly. Pearson. (ISBN # 978-0-13-312740-9)</li> <li>• Strategic Management: Concepts and Cases: Competitiveness and Globalization (2016, 12th ed.) by Michael A. Hitt and R. Duane Ireland. Cengage. (ISBN # 978-1-305-50214-7)</li> <li>• Broedner, P. (2007) 'From Taylorism to competence-based production', AI &amp; Society, Vol. 21, No. 4, pp.497-514.</li> <li>• Nadeau, J. and Casselman, R.M. (2008) 'Competitive advantage with new product development: implications for life cycle theory', Journal of Strategic Marketing, Vol. 16, No. 5, pp.401-411.</li> <li>• Nyland, C. and Heenan, T. (2005) 'Mary van Kleeck, Taylorism and the control of management knowledge', Management Decision, Vol. 43, No. 10, pp.1358-1374.</li> <li>• Sasagawa, M., Kajiyama, T. and Ouchi, N. (2014) 'A study of pricing strategy in platform business: a multi-agent simulation approach', International Journal of Technology Marketing, Vol. 9, No. 4, pp.421-435.</li> <li>• Tushman, M.A. and O'Reilly, C.A. (2002) Winning through Innovation: A Practical Guide to Leading Organizational Change and Renewal, Harvard Business School Press, Cambridge, MA.</li> <li>• Gulev, R. E. (2016). Connecting Culture to Creativity and Innovation: how trust and other forms of corporate culture influence innovative behaviour. International Journal of Sustainable Economy, 8(4): 342 - 356.</li> </ul>
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<b>Lehrformen der Lehrveranstaltungen</b>	
<b>Lehrform</b>	<b>SWS</b>
Seminar	4

<b>Arbeitsaufwand</b>	
<b>Anzahl der SWS</b>	4 SWS
<b>Leistungspunkte</b>	5,00 Leistungspunkte
<b>Präsenzzeit</b>	48 Stunden
<b>Selbststudium</b>	102 Stunden

<b>Modulprüfungsleistung</b>	
<b>Voraussetzung für die Teilnahme an der Prüfung gemäß PO</b>	Keine
<b>4.1 - Portfolioprüfung</b>	Prüfungsform: Portfolioprüfung Gewichtung: 100% wird angerechnet gem. § 11 Absatz 2 PVO: Nein Benotet: Ja Anmerkung: There are several graded assignments to be delivered: Short Project Assignment: 5% Mid Term Assignment: 15% Presentation: 10% Final Assignment: 70%

<b>Sonstiges</b>	
<b>Empfohlene Voraussetzungen</b>	To have read and understood at least two of the books/articles from the recommended literature list.