

BABWLP-STRAT - Strategic Management and Marketing (engl.)

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Allgemeine Informationen	
Modulkürzel oder Nummer	BABWLP-STRAT
Eindeutige Bezeichnung	StratMgmtMaA-01-BA-M
Modulverantwortlich(e)	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@haw-kiel.de)
Lehrperson(en)	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@haw-kiel.de)
Wird angeboten zum	Wintersemester 2026/27
Moduldauer	1 Fachsemester
Angebotsfrequenz	Regelmäßig
Angebotsturnus	In der Regel jedes Semester
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Ja

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)
Studiengang: B.A. - BWL - Betriebswirtschaftslehre (letzte Aufnahme SoSe 2024) Modulart: Pflichtmodul Fachsemester: 4

Kompetenzen / Lernergebnisse
<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

Lehrinhalte	<p>Content pivots around but is not limited to:</p> <p>Strategy Formulation</p> <ul style="list-style-type: none"> • Strategic analysis in a globalized context • Competitive advantage and societal impacts • Vision and mission statements • Tools of external environmental analysis: Pest and Porter • Economies of scale as entry and exit barriers • Tools of internal environmental analyses: Resource based view and <p>Internal audits</p> <ul style="list-style-type: none"> • ROI and future value calculations • Calculating Herfindahl-Hirschman-Index • Strategies in action with cases • Tools of strategic analysis: SWOT Matrix, SPACE Matrix, BCG Matrix, <p>Grand Strategy Matrix</p> <ul style="list-style-type: none"> • Creating External and Internal Factor Evaluations <p>Strategy Implementation</p> <ul style="list-style-type: none"> • Management and operational issues • Establishing new annual objectives in tune with motivation • Managing conflict • Downsizing • Linking pay to performance • Strategy and structure • Cultures fit with structure and strategy • Cases of good and poor strategic structure-culture fit • Organizing corporate diversification • Agency conflicts • Organizing strategic alliances • Misrepresentation in alliances <p>Strategy Evaluation</p> <ul style="list-style-type: none"> • Developing a strategy evaluation framework • Balanced scorecard <p>Aligning marketing ways with strategic assessment:</p> <ul style="list-style-type: none"> • Manipulating customer needs • Irrationality of Price and Promotion • Examples of effective marketing today • Penetrating through the "cheese bell" • Questioning subliminal marketing <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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Literatur	<p>Recommended readings:</p> <ul style="list-style-type: none"> • Strategic Management and Competitive Advantage, Concepts and Cases (2015, 5th ed.) by Barney and Hesterly. Pearson. (ISBN # 978-0-13-312740-9) • 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) • Broedner, P. (2007) 'From Taylorism to competence-based production', AI & Society, Vol. 21, No. 4, pp.497-514. • 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. • 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. • 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. • 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. • 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.
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Lehrformen der Lehrveranstaltungen	
Lehrform	SWS
Seminar	4

Arbeitsaufwand	
Anzahl der SWS	4 SWS
Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	48 Stunden
Selbststudium	102 Stunden

Modulprüfungsleistung	
Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Keine
BABWLP-STRAT - Portfolioprüfung	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: 10% Presentation: 10% Final Assignment: 75%

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