

Syllabus – Einführung in Strategie & Internationales Management

Kursklasse/Code	515MSIMESIK20
Titel/Title	Einführung in Strategie & Internationales Management
Typ/Type (KS, IK, SE...)	KS
Lehrende(r)/Lecturer(s) incl. Institute, E-mail and phone	<p>LVA 269.000 Mag.^a Dr.ⁱⁿ Sabine Reisinger Institut für Strategisches Management sabine.reisinger@jku.at +43 732 2468 7961</p> <p>Mag.^a Sandra Janko, BSc MSc Institut für Strategisches Management sandra.janko@jku.at +43 732 2468 7961</p> <p>LVA 247.024 Prof. Henriett Primecz Institut für Internationales Management henriett.primecz@jku.at +43 732 2468 3460</p> <p>LVA 269.008 Mag.^a Dr.ⁱⁿ Sabine Reisinger Institut für Strategisches Management sabine.reisinger@jku.at +43 732 2468 7961</p>
Semester Wochenstunden/Weekly hours	2
ECTS/Number of ECTS credits	3

Lehrinhalte (Lehrinhalte inkl. Ziele) /Subject (Course content including Goals) (general description of the course; max. 15 lines)

The course deals with current issues and challenges in strategic and international management. Students will familiarize themselves with basic theories and models in strategic and international management and learn about important management tools and methods. The focus is also on cultural aspects of international management. After completing the course, students will be able to examine strategic and international topics along the strategy process. In addition, students will be able to transfer theoretical knowledge into practice. This course encourages active participation and cooperative learning in a face-to-face or online format.

Main topics:

1. Strategy and strategic management
2. Strategic analysis: market and environmental analysis & company analysis

3. Strategy formulation: strategic options & strategic decision
4. Strategy implementation: strategy implementation & strategic change
5. Models and theories of international management at the macro, organizational, and individual level

Kursziele / Course Objectives

1. to know and understand basic theories and models in strategic and international management and important management tools and methods.
2. to discuss strategic and international topics along the strategy process.
3. to develop critical perspectives.
4. to expand students' personal and social skills.
5. to be able to transfer theoretical knowledge into practice using case studies.

[Learning Outcomes]

Competencies (CEUS)

Learning Outcome 1: Students can apply basic theories and models in strategic and international management. They can analyze and evaluate strategic and international topics throughout the strategy process in organizations.

Skills (CEUS)

Learning Outcome 2: Students can apply strategic and international management methods to analyze existing companies or company divisions.

Learning Outcome 3: Students are able to carry out market and company analyses and derive strategic options from them.

Learning Outcome 4: Students are able to shed light on the challenges of international management and derive and discuss recommendations for action.

Learning Outcome 5: Students can evaluate strategic options and discuss their possible effects. They are able to make strategic decisions and explain them with reference to the literature.

Knowledge (CEUS)

Learning Outcome 6: Students combine and evaluate strategic and international management concepts, models, and methods.

Learning Outcome 7: Students know the basic models and methods of strategic and international management, including the implementation and evaluation phases.

Methoden / Methods of Teaching and Learning

Various methods are used in the interactive teaching format to achieve the teaching and learning objectives:

- Lecturing supported by slides and literature
- Self-directed learning with the help of specified literature and materials
- Impulse(s) from experts on selected topics
- Real-life case studies to apply methods and models learned in the course
- Plenary discussions and interactive group exercises

Beurteilungskriterien / Criteria for Evaluation

Assessment criteria for courses in German

Individual Open Book Moodle exam with real case studies in individual work lasting 90 minutes on the contents of the KS (max. 120 points). Minimum requirement: 50% of the total points

It is possible to retake this exam as part of a follow-up exam.

Feedback: Constructive feedback on the case studies discussed in the course and in writing on each examination performance.

LO1-LO7: Written exam or retake exam

Assessment criteria for courses in English

A maximum of 100 points can be achieved in total. Minimum requirement: 60 % of the total points.

The performance criteria include a semester practical project paper (max. 50 points) and course assignments and written tests (max. 50 points).

The offered grade can be replaced by a written final exam.

Feedback: Constructive feedback on the case studies discussed during the course and in writing on each individual examination.

LO1-LO7: Seminar paper, term papers, and written examinations or post-examination

Literatur / Study Material**Examination literature for courses in German**

- Reisinger, Gattringer and Strehl. Strategic Management - Fundamentals for Study and Practice. Pearson Studium (current edition).

- Whittington, Regnér, Angwin, Johnson, Scholes: Strategic Management (current edition): Chapter International Management.

Further up-to-date academic literature complements the course readings.

Examination literature for courses in English

- Bright, David S. et al. Principles of management. Open-source textbook by Openstax (openstax.org). Houston: Rice University (current edition).

- Deresky, H. International management: Managing across borders and cultures. Boston et al.: Pearson (current edition).

- Steers, R. M., Osland, J. S., & Szukdlarek, B. Management across cultures: Challenges, strategies, and skills. Cambridge University Press (current edition).

Further up-to-date academic literature complements the course readings.

**For quality assurance and improvement purposes, please participate in all
JKU course evaluations and surveys!**