



Strategic Management

(Bachelor, Business Administration / Business Information Systems)

Course unit code	4.1
Type of course unit	Compulsory
Year of study (if applicable)	4th semester
Semester when the course unit is delivered	Every semester
Period	Every semester
Duration	One semester
Number of ECTS credits allocated	5
Name of lecturer(s)	(English) Prof. Dr. Rune Ellemose Gulev Contact: Rune.E.Gulev@fh-kiel.de Profile: http://www.fh-kiel.de/index.php?id=6982 & (German) Prof. Dr. Bernd Waldeck Contact: Bernd.Waldeck@fh-kiel.de Profile: http://www.fh-kiel.de/index.php?id=985
Module Leader	See above
Course description	The course pivots around the strategic management process and students will learn how to address this process in a coherent and logical manner. This involves becoming competent in environmental analyses, coupling strategies with objectives and implementing strategies so that we get the most out of our employees. Upon completion of the course, the students should have a thorough understanding of the strategic management process and the academic tools covered connected to it.
Objectives of the course, preferably expressed in terms of learning outcomes and competences	After successful completion of this course, students will be able to systematically investigate and analyse the strategic management process of companies and make coherent suggestions and proposals for lucrative business strategies. Further, several contemporary aspects of the marketing realm are discussed in conjunction with management strategies of companies in order to unite board room planning with marketing realities. Finally, as the course is grounded in modern company discourse, the course tackles current issues that challenge companies today.
Course contents	Understanding the key aspects related to strategic management Using the key aspects correctly Strategy formulation, implementation and evaluation Strategic marketing Understanding the big picture and uniting strategic management with marketing



Prerequisites and co-requisites	None	
Number of contact hours per week/en bloc	4 hours weekly	
Distribution of workload in hours	Contact hours	45
	Self-study	50
	Presentations	5
	Practical work	10
	Preparation of final written assignment	40
Recommended or required reading	Readings will be uploaded on e-classroom	
Learning activities and teaching methods	Interactive class teachings, student presentations	
Assessment methods and criteria	Level of active participation in class, written assignment	
Alternative ways of assessment possible upon agreement	Yes/ No	
Weight of grade in total	5 / 165	
Language of instruction	English (the same course in German is also offered)	
Particularities	None	
Time and place	12:00-14:00 and 10:00-12:00 C03-0.04 and C03-0.02, respectively.	
Start Date	21/03/12	
Application	Please join the 1 st session for further details	