Lecture
“Corporate Strategy”
(12-M-UGF2, Master program, 5 ECTS, Winter 20/21, in English language)

Background
It is evident in examples, such as ReWe and Electronic Arts, that companies (and public sector organizations) with smart strategies outperform other companies and survive longer in the face of environmental turbulence. Having a well-developed strategy helps orchestrating critical resources, gives employees direction and sense, and can ultimately generate sustained competitive advantage in battled marketplaces. Knowledge about designing and implementing strategies at all levels, from the top management to functional levels, is therefore essential. This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector.

On successful completion of the module you will be able to: (1) make judgements about the organizational and managerial implications of corporate strategy, (2) assess the role of corporate strategy for creating and sustaining competitive advantage, (3) systematically choose between different routes of action, and (4) create and evaluate corporate strategies.

Prerequisites
The course is designed for students in the Master’s program with a basic knowledge of strategy.

Registration
No registration is needed to take the module. However, make sure to enroll into WueCampus (via our website or WueStudy) and to register for the exam prior to the deadline.

Course structure
(1) Developing strategies in pursuit of competitive advantage
(2) Corporate diversification
(3) Vertical integration and outsourcing
(4) Mergers & acquisitions
(5) Dynamic strategies
(6) Cooperative strategies
(7) Corporate spin-offs and spin-outs
(8) Internationalization strategies (I)
(9) Internationalization strategies (II)
(10) Strategic change
(11) Corporate strategies and new technologies
(12) Corporate governance and corporate social responsibility
(13) Corporate communication and crisis management
(14) Wrap-up and Q&A
**Literature**


**Workshops**
Tutor-led workshops will be offered. We will assign groups in the first week.

**Assessment**
60-minute exam (during the regular exam period)

**Language**
English; students can answer exam questions in German

**WueCampus**
You can self-enroll to WueCampus until the third lecture week. No further enrolments will be possible beyond that date and we will not manually enroll any students missing the registration deadline. The registration will remain valid for two terms.

**Responsible**
*Prof. Dr. Sascha Walter*

Last change: 12th October 2020