Georg-August-Universität GöttingenUniversität Kassel/Witzenhausen **Modul M.SIA.E15: Strategic management**	6 C 4 SWS

Lernziele/Kompetenzen: The aims of the module are: - To deepen the students' understanding of the unique aspects of food and agricultural production, processing, distribution, wholesaling and markets and their relationship with strategy; - To familiarise students with the development of strategies within a changing environment, to meet stakeholders' interests; - To provide students with the knowledge and confidence to make strategic business decisions; - To raise critical awareness of strategic decision-making in agrifood organisations.	**Arbeitsaufwand:** Präsenzzeit: 60 Stunden Selbststudium: 120 Stunden

Lehrveranstaltung (Vorlesung und Seminar): Inhalte: - Concepts and frameworks used in strategic management; - The importance of values and purpose in defining an organisation's strategic goals; - The analysis of the complex environment of agrifood organisations and how it shapes the strategic behaviour of members of the value chain and an organisation's competitive environment; - A critical review of strategic frameworks (e.g. Porter's five forces, life cycle analysis); - The analysis of the internal environment (value creating activities, capabilities and resources); - An introduction to organisational and business strategies; - The management of stakeholder relations; - The relationship between organisation and strategy; - The management of strategic change and the role of strategic leadership.	4 SWS
Prüfung: Presentation (30% of overall assessment), written report (70%)	

Zugangsvoraussetzungen: keine	**Empfohlene Vorkenntnisse:** keine
Sprache: Englisch	**Modulverantwortliche[r]:** Prof. Dr. Christian Herzig
Angebotshäufigkeit:	**Dauer:**

jedes Sommersemester; Witzenhausen	1 Semester
Wiederholbarkeit: Zweimalig	**Empfohlenes Fachsemester:**
Maximale Studierendenzahl: 35	

Bemerkungen:
Lectures and short lectures combined with facilitated group discussion; seminars include research based learning elements such as case studies and research activities involving students (e.g. scenario analysis)