

E15 Strategic Management and Operations

Module	Strategic Management and Operations							
Code	E15							
Coordinator	Prof. Dr. S. Seuring							
Language	English							
Stud. Workload	180h (60h contact time)							
Credits	6 ECTS							
Frequency (WS/SS)	SS							
Part module 1	Strategic Management							
Instructor 1	Prof. Dr. S. Seuring							
Contents 1	<ul style="list-style-type: none"> - Strategic Management Process - Market-based view - Resource-based view - Integration and diversification 							
Objectives 1	Students are able to: <ul style="list-style-type: none"> - Describe the strategic management process - Distinguish different concepts of strategic management - Apply related concepts to practical examples 							
Literature 1	Barney, J.B., Hesterley, W. 2008: Strategic Management and Competitive Advantage – Concepts and Cases, 2nd edition, Pearson Prentice Hall, Upper Saddle River.							
Part module 2	Strategic Operations Management							
Instructor 2	Prof. Dr. S. Seuring							
Contents 2	<ul style="list-style-type: none"> - Strategic Decision in Operations Management - Performance Objectives - Product-process-matrix - Decoupling point and postponement - Sourcing - Logistics management - Production planning - Distribution 							
Objectives 2	Students are able to: <ul style="list-style-type: none"> - describe major decisions in operations strategy - know several concepts from operations strategy - apply related concepts to practical examples 							
Literature 2	Slack, N., Lewis, M. 2008: Operations Strategy, 2nd edition, Pearson Prentice Hall, Harlow.							
Study system usability	Economy		Organic		Tropical			
	M		E		E			
Entrance requirements	Preferable at least one module on Management related topics, e.g. Management and Management Accounting							
Instruction type	Lecture	Seminar	Excursion	Practice	Tutorial	Project		
Duration [contact h]	40		20					
Examination type	Oral test	Written test	Homework	Sem. speech	Protocol	Work report	Proj. report	Proj. pres.
	x	x	x	x				
Grade composition	60% oral or written test, 40% oral seminar presentation or written report (homework)							