

Georg-August-Universität Göttingen Universität Kassel/Witzenhausen Module M.SIA.E31: Strategic management	6 C 4 WLH
Learning outcome, core skills: The aims of the module are: <ul style="list-style-type: none"> • 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. 	Workload: Attendance time: 60 h Self-study time: 120 h
Course: Strategic management (Lecture, Seminar) <i>Contents:</i> <ul style="list-style-type: none"> • 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. 	
Examination: Presentation (ca. 15-20 minutes) with hand-out (max. 2 pages) (30%) and written report (max. 30 pages, 70%) Examination requirements: Students should demonstrate a sound understanding of the strategic management concepts and frameworks. Further requirements include: development of a research design to contribute to the development of a scenario analysis; collection and analysis of data in groups.	6 C
Admission requirements: none	Recommended previous knowledge: none
Language: Englisch	Person responsible for module: Herzig, Christian, Prof. Dr.
Course frequency: each summer semester; Witzenhausen	Duration: 1 Semester[s]

Number of repeat examinations permitted: twice	Recommended semester:
Maximum number of students: not limited	
Additional notes and regulations: 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).	