

Georg-August-Universität Göttingen Universität Kassel/Witzenhausen Module M.SIA.E15: Strategic management and operations		6 C 4 WLH
Learning outcome, core skills: 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 • Describe major decisions in operations strategy • Know several concepts from operations strategy • Apply related concepts to practical examples 		C/Weekly lecture hours in total: Attendance time: 56 h Self-study time: 124 h
Course: Strategic management and operations (Lecture) <i>Contents:</i> <ul style="list-style-type: none"> • Strategic Management Process • Market-based view • Resource-based view • Integration and diversification • Strategic Decision in Operations Management • Performance Objectives • Product-process-matrix • Decoupling point and postponement • Sourcing • Logistics management • Production planning • Distribution 		4 WLH
Examination: Written exam (120 Minuten) Examination prerequisites: Referat, Präsentation oder Korreferat (ca. 20 Minuten)		
Admission requirements: none	Recommended previous knowledge: Preferable at least one module on Management related topics, e.g. Management and Management Accounting	
Language: English	Person responsible for module: MSc Philip Beske	
Course frequency: each summer semester; Witzenhausen	Duration: 1 Semester[s]	
Number of repeat examinations permitted: twice	Recommended semester:	
Maximum number of students: 35		

Additional notes and regulations:

Literature:

Barney, J.B., Hesterley, W. 2008: Strategic Management and Competitive Advantage – Concepts and Cases, 2nd edition, Pearson Prentice Hall, Upper Saddle River.