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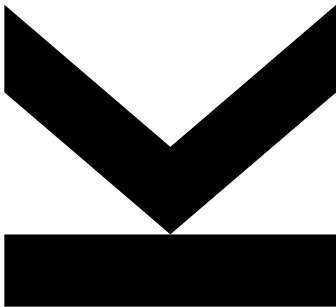
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MASTER SEMINAR

Global Strategic Management



WiSe 2021

Seminar Concept

The main objective of this seminar of this seminar is that students explore concepts, strategies and practical know-how which is suitable for dealing with creating and implementing strategy on a global level.

Seminar Objectives

The students

- become **familiar with the domain of international strategy** and global strategic management
- learn to **understand the processes** of strategy formulation and implementation in a global setting
- learn to become aware of competing arguments behind different strategic approaches and to **find criteria for choosing a specific strategy**
- learn to identify how global strategic management is **applied in different settings** (small / medium / large scale)
- learn to work together, to discuss and **decide as a team**
- learn to **read, understand, and judge** advanced research articles in the discussed fields of research.

Seminar Grading

The assessment of this course is based on the following requirements:

1. WRITTEN EXAMINATIONS (INDIVIDUAL WORK)

- Please note: All materials provided in this master seminar (written or oral) are indeed relevant for the examination

2. CASE STUDIES (GROUP WORK)

- Discussion and elaboration of two case studies
 - Case study 1: results will be presented in class
 - Case study 2: will be handed-in in written form

3. SEMINAR ATTENDANCE & PARTICIPATION (INDIVIDUAL WORK)

- Students who do not attend 80% of the total class time will automatically receive negative course grade.

- If you have scheduling conflicts, you must notify the lecturer at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Consequently, any missed graded component in the respective session will result in a negative component grade

4. SUMMARY

Exam	60 points
Case studies (2)	30 points
Attendance & participation	10 points
Total	100 points

For a passing grade at least 50% of the points in each category are required.

The final grade will be calculated according to the following formula:

0-59.5 (5); 60-69.5 (4); 70-79.5 (3); 80-89.5 (2); 90-100 (1).

Dates and Times

Please check KUSSS for final times and rooms!

READING MATERIALS & MOODLE SUPPORT

A reading package containing all preparatory readings and the case studies for this course are offered on Moodle. You are expected to read the texts for each session in advance. The reading package can be accessed on the Moodle course website prior to the beginning of the course. Please note that there are preparatory readings already for the first course session. Test scores and feedback will be posted in Moodle. Please submit your assignments via Moodle!

DISCIPLINE RULES

As an academic institution, the Department of International Management does not tolerate any form of academic dishonesty. Plagiarism encompasses presenting as one's own the words, work, opinions, or factual information of someone else without giving that person credit, as well as borrowing the sequence of ideas, the arrangement of material, or the pattern of thought of someone else without proper acknowledgement. All discovered instances will result in an immediate decrease in grade of the assignment or exam. In severe cases, this may result in a failing grade for the assignment or exam. In addition, there will be an automatic decrease in overall grade. Consequently, this may result in the failure of the course. In the case of group work, the consequences will be extended to the entire team. For details see the code of conduct at www.jku.at/iim.

SUSTAINABILITY POLICY

As a department that strives to promote environmental sustainability, we encourage you to consider the environment and refrain from printing the readings on Moodle.