

Syllabus – Global Strategic Management

Code	247.030
Title	Global Strategic Management
Type (KS, IK, SE...)	SE
Lecturer(s) incl. Institute, E-mail and phone	Dr. Zulaicha Parastuty, M.Sc zulaicha.parastuty@jku.at +43 699 1088 6808
Weekly hours	2
Number of ECTS credits	3

Course Content

The content of this course is focused on the following areas:

Indicative content in the context of strategic management in an international environment

- Job profile & skills set required for the position of a global strategic manager
- Drivers of globalisation (trends / industries becoming global vs. local)
- Strategic advantages to build your strategy on (company-specific & firm-specific)
- Types of Internationalisation strategies & how to implement them
- Market selection, establishing company-fit
- Type of market entry, risk vs. control
- Ethical aspects in going global, global value chain
- Cross-cultural management
- Differences in strategies depending on company type (e.g. born globals, ...)
- Practical case studies, dealing with dilemmas, solving real-world problems
- Strategy execution & implementation
- Subsidiary management & motivation
- Global learning, learning from failures
- Global mindset, global growth

Course Objectives

This course aims to:

- Equip students with a sound understanding of the process of how to draft, execute and evaluate internationalisation strategies in different industry settings.
- Provide students with a thorough foundation and tools for analysis and understanding the core decisions that have to be made in global strategic management.
- Enable students to integrate theoretical concepts and models in global strategy with practical application to business situations.
- Challenge students to leave their comfort zone, gain self-confidence by peer feedback and familiarize them in dealing with unexpected situations.
- Enable students to link theories and practices

Learning Outcomes

On successful completion of this course, the students will be able to:

- LO1: Discuss and evaluate social and ethical issues relating to global strategic management.
[cognitive/analytical]
- LO2: Accurately identify and apply relevant theory within different sector or context
[cognitive/analytical]
- LO3: Apply decision making skills related to global strategic management.
[professional/practical skills]

- LO4: Demonstrate the ability to formulate and present a concise, insightful analysis of real-life business problems in the global strategy context. [transferable skills]
- LO5: Develop a growth mindset and critical thinking skills. [transferable skills/social skills]

Methods of Teaching and Learning

The learning and teaching strategy is designed to develop knowledge and understanding in both theoretical and practical perspectives. In addition to self-directed learning, the teaching and learning methods include a combination of seminars, use of case studies, seminar exercises and practical insights from industry experts.

- 3 hours x 7 seminars
- 30 hours of preparation and revision
- 87 hours of independent study

Assessment Strategy

The assessment methods are designed to ensure that participants meet the agreed Learning Outcomes for the programme.

Assessment methods

- Written examination (Individual work)
 - 60 points
 - All materials provided (written or oral) are relevant for the examination
 - Case studies (Group work)
 - 30 points
 - Case study 1: results will be presented & discussed in class
 - Case study 2: will be handed-in in form of a video + written elaboration
 - Seminar attendance & participation (Individual work)
 - 10 points
 - Students who do not attend 80% of the total class time will automatically receive a negative course grade
 - Participation measured according to level of engagement in seminar exercises and questions posed during the seminar
- Plagiarism will strictly lead to negative grading of the affected individual
 - There will be no multiple-choice questions in any assessment method
 - Detailed feedback on personal performance can be inquired from the lecturer at the end of the seminar

Study and Reading Material

Study materials can be retrieved from Moodle and/or will be announced in class. A reading package containing all preparatory readings and the case studies.

Dates and Themes / Timeline

Dates and location can be accessed via KUSS.