# Syllabus – Global Strategic Management

| Code | 247.030 |
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| **Title** | **Global Strategic Management** |
| **Type** *(KS, IK, SE…)* | SE |
| **Lecturer(s)** *incl. Institute, E-mail and phone* | Dr. Zulaicha Parastuty, M.Sc<br>zulaicha.parastuty@jku.at<br>+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
- Global learning, learning from failures

## 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 economic, social, technological and ethical issues relating to global strategic management and digital transformation [cognitive/analytical]
- LO2: Accurately identify and apply relevant theory within different sectors (technology and non-technology sectors) and contexts [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 by using digital tools. [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)
  - o 50 points
  - o All materials provided (written or oral) are relevant for the examination
- Case studies (Group work)
  - o 40 points
  - o Case study 1: results will be presented & discussed in class
  - o Case study 2: results will be presented & discussed in class
  - o Case study 3: film analysis and discussion, results are presented in the form of video
- Seminar attendance & participation (Individual work)
  - o 10 points
  - o Students who do not attend 80% of the total class time will automatically receive a negative course grade
  - o 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

### Synchronization of learning outcomes and assessments
- LO1: Written examination, case studies (film discussions, case studies analysis, presentation & discussion), class attendance (discussion)
- LO2: Case studies (semiconductor industry, technology-based enterprises)
- LO3: Case studies, Written examination
- LO4: Case studies, written examination
- LO5: Case studies, class attendance (discussion)

## 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.