### Course Description

**Department**  
10 Business Administration

**Course title**  
Strategic Planning and International Management

**Hours per week (SWS)**  
4

**Number of ECTS credits**  
5

**Course objective**  
The learning objectives synthesize the theoretical aspects of strategic planning and international management objectives with practical application of management principles in a work environment.

**Part 1: Strategic Planning:**
Students are able:
- To understand the role and process of strategic planning to secure companies' competitiveness.
- To apply concepts, models and methods to understand a company's strategic planning and foresight activities.
- To identify and analyze typical starting points for strategic courses of action, and
- To understand the complexity of interfaces to control strategy implementation.

**Part 2: International Management:**
Students are able:
- To understand internationalization and globalization as central components of every developed economy, and they are able to apply this knowledge holistically to German and European companies.
- To assess the basis of ever-increasing integration of macro-and micro-economic parameters and to derive internationalization strategies and comprehend their implementation at the microeconomic level.
- To apply and develop an understanding of internationalization as a specific qualification requirement of organizational management in both conceptual and methodological terms.

### Prerequisites

**Recommended reading**
- Achleitner, A., Thommen, J. (2006); Allgemeine Betriebswirtschaftslehre, Gabler

**Teaching methods**
Teaching and Learning Methods
This will be accomplished through text readings, case studies, discussions, and presentations. In class activities students will analyze corporate actions, successes and failures, strategy effectiveness, profit results, in view of corporate objectives. In corporate foresight a group work (Fast-Start Technology Roadmapping Approach) will be introduced.

The global overview of various types of business organizations and environments that shape organizational decisions will also be discussed. Emphasis is on regulatory structures, legal systems, governance models, and policy making that define the internal and external functions of business at the confluence of local, state, national, and international affairs. In addition this module includes critical thinking, ethics, business sustainability, social responsibility, and the impact of economics and technology.

**Assessment methods**  
exam

**Language of instruction**  
English

**Name of lecturer**  
Prof. Dr. Sudnik

**Email**  
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**Link**
Course content

Part 1. Strategic Planning:
- Classification of different types of planning in a planning typology; role of the fundamental attitude of the planner; causes of success and failure in strategic planning
- Fundamental significance of time and technology factors; basic models of strategic corporate planning such as the life-cycle approach, S-curve or experience-curve concepts
- Modern methods of strategic business planning such as SWOT analysis, portfolio management and monitoring concepts; balanced scorecards and others
- Corporate foresight and its core methods like Delphi Method, Scenario Planning, and Technology Roadmapping

Part 2. International Management
- Foundations of international management and successful operations in foreign markets based on fundamental knowledge
- Presentation of the main explanatory approaches and management models for international business activities as a basis for understanding causal relationships in International Management
- Cause-and-effect analysis of internationalization strategies and organizational models, in particular the contrast between centralization and decentralization
- Assessment of the key function fields of an international company
- Risk management (business, state, and foreign exchange risks), as required in international activities
- Social and ethical issues in an international context.

Remarks

Additional Materials
- Extensive lecture notes, including all relevant literature sources, will be issued for strategic planning
- In addition to the literature stated above, articles and multimedia presentations will be recommended. These will be provided in the weekly assignments section on Moodle.
- Handout and slides available at the online learning platform moodle.