

## Management & Strategy

ECTS Credits: 5 ECTS

Degree Programme:	<u>Management &amp; Digital Business, BA</u>
Semester:	1 <sup>st</sup> semester
Teaching Units:	8 teaching units
Description:	<p>Having completed this course, the students have</p> <ul style="list-style-type: none"> <li>• a good overview of the various theories and concepts of strategic management and can describe them.</li> <li>• They understand the steps of a planned strategy process from analysis to evaluation and know how to apply different instruments.</li> <li>• In addition, the graduates have mastered the specialist vocabulary in English.</li> <li>• In interdisciplinary terms, they have strengthened their analysis, presentation, negotiation, argumentation, and visualisation skills.</li> </ul>
Assessment:	No grading responsibility for the guest lecturer
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