

<b>Module</b>	<b>Strategic management</b>
Language	English
Credits	6
Stud. workload	180hrs (60 contact hours)
Frequency (WS / SS)	Yearly, SS
Content	<ul style="list-style-type: none"> <li>- The concepts and frameworks used in strategic management;</li> <li>- The importance of values and purpose in defining an organisation's strategic goals;</li> <li>- The analysis of the complex environment of agri-food organisations and how it shapes the strategic behaviour of members of the value chain and an organisation's competitive environment;</li> <li>- A critical review of strategic frameworks (e.g. Porter's five forces, life cycle analysis);</li> <li>- The analysis of the internal environment (value creating activities, capabilities and resources);</li> <li>- An introduction to organisational and business strategies;</li> <li>- The management of stakeholder relations;</li> <li>- The relationship between organisation and strategy;</li> <li>- The management of strategic change and the role of strategic leadership.</li> </ul>
Learning goals	<p>The aims of the module are to</p> <ul style="list-style-type: none"> <li>- deepen the students' understanding of the unique aspects of food and agricultural production, processing, distribution, wholesaling and markets and their relationship with strategy;</li> <li>- familiarise students with the development of strategies within a changing environment, to meet stakeholders' interests;</li> <li>- provide students with the knowledge and confidence to make strategic business decisions;</li> <li>- raise critical awareness of strategic decision-making in agri-food organisations.</li> </ul>
Literature	Material provided on the learning platform
Learning methods	Lectures and short lectures combined with facilitated group discussion (20h), seminars including research based learning elements such as case studies (10h) and research activities involving students (e.g. scenario analysis) (30h)
Examination type	Presentation (30%), written report (70%)
Study system usability	Compulsory module for students with focus on sustainable supply chain, see § 7, Examination Regulations MSc Sustainable Food Systems eligible
Entrance requirements	see § 6, Examination Regulations MSc Sustainable Food Systems