

*The latest findings from university research
now also for non-students and without long-term commitment!*

EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT
EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT



UNIVERSITÄT
DES
SAARLANDES

If you want to run a successful business, you need a good strategy to achieve your long-term goals. Learn from experienced professors at the university level in our continuing education course

Strategic Management

Ideal for:

- Practitioners who want to improve their risk management
- Companies that want to optimize their organizational structure, culture and processes
- All those who want to develop professionally in the field of strategic management

Benefit from the latest insights from science and practice taught by lecturers who are leading the way:



Prof. Dr.

Bastian Popp

Universität des Saarlandes

Contact us by phone on 0681 302-2553 or register directly at <https://www.eiabm.de/en/certificates/> for our course "Strategic Management" from 15 to 18 November 2023 (9.00am-6.00pm each day) at the European Institute for Advanced Behavioural Management (EIABM) at Saarland University.

Please find more information on the course and lecturers on the following pages.

„Strategic Management“ at Europa-Institut, Sektion Wirtschaftswissenschaft der Universität des Saarlandes

When?

The workshop in English will take place from **15-18 November 2023** daily from 9.00am-6.00pm on the Saarbrücken campus.

How and Where?

You can register directly with us until 10.11.2023, we are happy to answer your calls by phone, virtually or in presence on campus, the course will also take place on the premises of the EIABM on the Saarbrücken campus:

Your Contact Person:

Julia Senni, M.A.

Programme Manager

Phone: +49 (0) 681 / 302 – 2553

Email: info@mba-europe.de

Saarland University

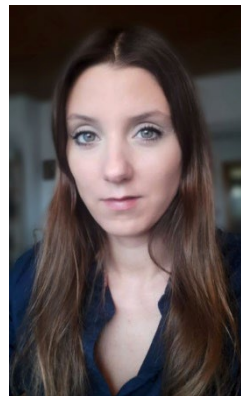
EIABM / Europa-Institut

Campus, Building A5.4

1st floor, room 1.07

66123 Saarbrücken

<https://www.eiabm.de/en/certificates/>



Why?

Take advantage of the opportunity to continue your education at university level with little time and application effort and receive first-class additional education in the field of modern management. In addition to valuable knowledge relevant to practice, you will receive an academic, internationally recognised certificate from Saarland University which will help you climb the next rung on your personal career ladder.

Cost

The participation fee per course is 849€.

The course meets the requirements for claiming educational leave !

„Strategic Management“

at Europa-Institut, Sektion Wirtschaftswissenschaft der Universität des Saarlandes

Qualification Objectives: Key objectives of the course include understanding the strategic position of an organisation; assessing strategic choices for the future; and managing strategy in action. In particular, this includes the following learning outcomes:

- Analyse an organisation’s position in the external environment – both macro-environment and industry or sector environment.
- Analyse a firm’s strategic capabilities – resources, competences and the links between them.
- Understand the role of stakeholders and governance in an organisation.
- Assess business strategy in terms of the generic strategies of cost leadership, differentiation, focus and hybrid strategy.
- Assess the benefits of cooperation in business strategy.
- Identify and apply business model components: value creation, configuration and capture.
- Assess the performance outcomes of different strategies in terms of direct economic outcomes and overall organisational effectiveness.
- Employ three success criteria for evaluating strategic options: suitability, acceptability and feasibility.

Content: The course gives an overview of the key elements of strategic management. It provides students with an introduction to strategy for managers in all kinds of organisations, from startups to multinationals, from charities to government agencies. The course introduces key concepts and tools of strategic management and explores hot topics such as internationalisation, value co-creation, and corporate social responsibility. The contents will be applied in case studies and tutorials.

Lecturer:

Univ.-Prof. Dr. Bastian Popp is Professor of Business Administration, in particular Retail Management and Director of the Institute of Retailing & International Marketing (H.I.MA.) and the European Institute for Advanced Behavioural Management at Saarland University. His research focuses on E-commerce and Innovative Media, Value Co-Creation and Price Management as well as Brand Management and Customer Loyalty, Service and Quality Management and Merchandising, Licensing and Retailing in Sports. Professor Popp is currently researching the topics of sustainability and brand management in online retailing, among others.



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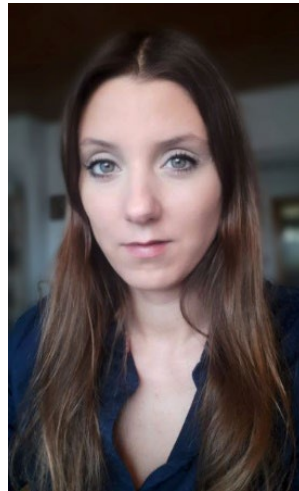
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