



Department of Economics at Saarland University

FUNDAMENTALS OF MANAGEMENT AS CERTIFIED INDIVIDUAL COURSES

The latest findings from university research now also available **without** a degree and **without** a long-term commitment!



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.

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



Univ.-Prof. Dr. Bastian
Popp

„Strategic Management“ at Europa-Institut, Department of Economics at Saarland University

When and where?

The certificate course in English takes place from 4 to 7 December 2024 as a block course from Wednesday to Saturday all day in presence at our institute on the Saarbrücken campus: Building A5.4 Room 2.06.

How?

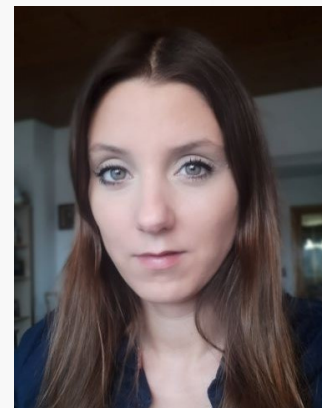
You can register directly with us up to one week before the start of the course and we will be happy to assist you by telephone, virtually or in person on campus.

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!



**Ihre Ansprechpartnerin:
Julia Senni, M.A.**

Programme Manager

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

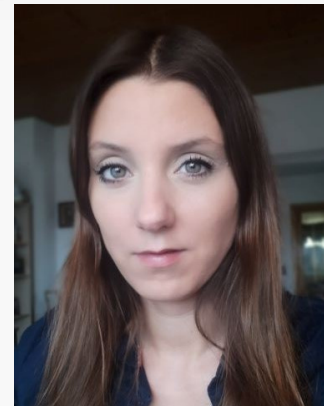


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Qualification Objectives: Key objectives of the course include understanding the strategic position of an organisation; assessing strategic choices for the future; and managing strategy in action. In particular, this includes the following learning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

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 start-ups to multinationals, from charities to government agencies. The course introduces key concepts and tools of strategic management. It especially explores topics such as industry and sector analyses, resources and capabilities, business strategies and models, corporate strategies and diversification, competitive strategies, internationalisation, mergers, acquisitions and alliances and strategy evaluation. The contents will be applied in case studies and tutorials.



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

Lecturer: 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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