

Strategic Management & Technology

Masterclass 25 ECTS

October 17 – 19, 2024	Thu - Sat	<ul style="list-style-type: none"> ▪ Strategic Analysis, Planning & Implementing: Introduction to strategy analysis & competitive strategy, environmental analysis, company analysis, analysis of strategic options, strategy implementation ▪ Managing Capabilities organizational competencies & impact of change competencies, organizational culture and employee behavior. ▪ Financial Performance Management & Budgeting strategic decisions, management of financial risks, budgetary planning and control systems, performance evaluation systems, forecasting methods, sales & operations planning ▪ Corporate Entrepreneurship & Venturing development and management of autonomous strategic activities, entrepreneurial effectuation as an alternative process, organizational creativity, strategic communication in creating market opportunities ▪ Strategic Technology Management & Acquisitions developments on the M&A market, acquisition motives, phases of the M&A process , stakeholders, M&A outcomes
November 7 – 9, 2024	Thu - Sat	
November 21 – 23, 2024	Thu - Sat	
December 5 – 7, 2024	Thu - Sat	
January 16 – 18, 2025	Thu - Sat	

In the specialization modules of the Masterclass you will expand your skills in strategy development and implementation. We provide participants with a deep theoretical but also practice-oriented understanding of the technological, budgetary and strategic competence management settings.

Please note that dates are subject to change. We will inform you as soon as there is an update!

Masterclass module setting: blocked modules, usually Thu-Sat or Fri-Sun. from 9 a.m. to 6 p.m.,