

<b>Course</b>	
<b>Course Number</b>	6597
<b>Exam Number</b>	6597
<b>Course Frequency</b>	Winter Semester and Summer Semester
<b>Duration</b>	1 Semester
<b>Contact Hours per Week</b>	2
<b>Teaching and Learning Forms</b>	Seminar
<b>ECTS Credit Points</b>	2,5
<b>Workload</b>	62,5 hours <ul style="list-style-type: none"> <li>- Attendance time in courses: 28 hours</li> <li>- Self-study: 34,5 hours</li> </ul>
<b>Language</b>	English
<b>Course Responsibility</b>	Prof. Dr. Harald Zeiss
<b>Prerequisites for Participation</b>	None
<b>Content</b>	<p>In this course, students learn about corporate strategy, strategic planning and corporate portfolio management. Further, they learn about competitive advantages (with strategic field analysis and tourism value chain). Students also get information about expansion strategies and the legal scope of action, organic growth, mergers and acquisitions.</p> <p>Students create an interactive learning atmosphere including discussions and group work.</p>
<b>Target Competencies</b>	<p>Students are able to create tactical and strategic analyses and to plan, evaluate and argue for them independently. They create a basis for a fundamental understanding of the strategic management process and strategic principles against the background of an internationalisation of the tourism industry.</p> <ul style="list-style-type: none"> <li>- Students understand the factors influencing the internationalisation of the tourism industry.</li> <li>- Students lay the foundations and deepen their understanding of strategic thinking.</li> <li>- Students discuss and question strategic management topics from a theoretical and practical management perspective.</li> </ul> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications</p>

<b>Course</b>	<b>International Expansion of Tourism Enterprises</b>
	<p>(HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> <li>- Knowledge and understanding</li> <li>- Use, application and creation of knowledge</li> </ul>
<b>Examination and Course Achievement</b>	The primary form of examination is the presentation.
<b>Basic Literature</b>	<p>Mintzberg, H.: Strategie Safari, Heidelberg 2011</p> <p>Porter, M. E.: Wettbewerbsstrategie: Methoden zur Analyse von Branchen und Konkurrenten 11. Aufl., Frankfurt/ Main 2008</p> <p>Thompson, A./Strickland, A. J.: Crafting and Executing Strategy, New York 2009</p>