

Corporate Governance and Strategy

Module Code: DLBBACGS_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Corporate Governance and Strategy)

Contributing Courses to Module

- Corporate Governance and Strategy (DLBBACGS01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam or Written Assessment: Case Study

Study Format: myStudies
Exam or Written Assessment: Case Study

Split Exam

Weight of Module

see curriculum

Module Contents

- Introduction to Corporate Governance and Strategy
- Perspectives of Corporate Governance
- Monitoring Concepts for Corporate Governance
- Perspectives of Strategy
- Tools for Strategy Development
- Aligning Corporate Governance and Strategy

Learning Outcomes**Corporate Governance and Strategy**

On successful completion, students will be able to

- define and explain fundamentals of Corporate Governance.
- explain different understandings of Corporate Governance.
- understand the possible compositions of governance mechanisms and governance systems.
- define and explain strategy.
- distinguish different approaches to strategy.
- describe various strategy instruments.
- comprehend the link between strategy and governance.

Links to other Modules within the Study Program

This module is similar to other modules in the fields of Business Administration & Management

Links to other Study Programs of the University

All Bachelor Programmes in the Business & Management fields

Corporate Governance and Strategy

Course Code: DLBBACGS01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

This course addresses major frameworks under which companies are established and operated. It explains key elements of Corporate Governance and outlines different patterns of governance. In particular, it refers to different approaches to management and control. Furthermore, it links the concept of management and control to corporate strategy. Students are familiarized with different understandings of strategy and how they relate to corporate governance. This course facilitates tools of strategic market analysis and subsequent strategies to enter markets successfully. This course also explains the implications of corporate governance frameworks on strategy development of a firm.

Course Outcomes

On successful completion, students will be able to

- define and explain fundamentals of Corporate Governance.
- explain different understandings of Corporate Governance.
- understand the possible compositions of governance mechanisms and governance systems.
- define and explain strategy.
- distinguish different approaches to strategy.
- describe various strategy instruments.
- comprehend the link between strategy and governance.

Contents

1. Introduction to Corporate Governance and Strategy
 - 1.1 Fundamentals of Corporate Governance
 - 1.2 Fundamentals of Strategy
 - 1.3 The link between Strategy and Corporate Governance
2. Perspectives of Corporate Governance
 - 2.1 The Corporate Governance Debate
 - 2.2 Underlying Approaches to Corporate Governance
 - 2.3 The Concept of Control and its Interpretation

3. Monitoring Concepts for Corporate Governance
 - 3.1 Governance Mechanisms
 - 3.2 Governance Systems
 - 3.3 Corporate Governance Codes
4. Perspectives of Strategy
 - 4.1 Market-based View on Strategy
 - 4.2 Resources-based and Network-based View on Strategy
 - 4.3 Market-Analysis Tools
5. Tools for Strategy Development
 - 5.1 Product-Market Strategies
 - 5.2 Market-Entry Strategies
 - 5.3 Managing Corporate Strategy
6. Aligning Corporate Governance and Strategy
 - 6.1 Implications of National Governance Codes on Strategy
 - 6.2 Corporate Governance and Vision, Mission and Values of the Firm
 - 6.3 Real Life Case of Strategy and Governance Alignment

Literature

Compulsory Reading

Further Reading

- Cadbury, A. (1992). Report of the Committee on the Financial Aspects of Corporate Governance. London: The Committee on the Financial Aspects of Corporate Governance and Gee. Available online.
- Ferris, S. P., John, K., & Makhija, A. K. (2019). International corporate governance and regulation. Emerald Publishing.
- International Corporate Governance Network (2021). Global governance principles. Available online.
- Monks, R.A.G., & Minnow, N. (2004). Corporate governance. Blackwells.
- Slack, N., Brandon-Jones, A., & Johnston, R. (2013). Operations management (7th ed.). Pearson.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Exam or Written Assessment: Case Study

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
100 h	0 h	25 h	25 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

Study Format myStudies

Study Format myStudies	Course Type Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: no Course Evaluation: no
Type of Exam	Exam or Written Assessment: Case Study

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
100 h	0 h	25 h	25 h	0 h	150 h

Instructional Methods	
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