

Georg-August-Universität Göttingen Module M.WIWI-BWL.0112: Corporate Development	6 C 4 WLH
Learning outcome, core skills: After successful completion of this course, students are able to: <ul style="list-style-type: none"> • demonstrate a profound knowledge of different perspectives and drivers of corporate development, • identify and define options of actions and strategies for the growth of companies and the conditions necessary to obtain success, • identify and define options of actions and strategies for the reduction of company size and the conditions necessary to obtain success, • apply and critically discuss the tools, strategies, and concepts that have been acquired in order to analyze as well as to tackle case studies, • deal with the ambiguity of real situations and make reasonable decisions. 	Workload: Attendance time: 56 h Self-study time: 124 h
Course: M.WIWI-BWL.0112.Lec Corporate Development (Lecture) <i>Contents:</i> a) Introduction to corporate development <ul style="list-style-type: none"> • Definition and practical relevance of "Corporate Development" b) Tracks and drivers of corporate development processes <ul style="list-style-type: none"> • In which different tracks do companies develop over time and why? • Models and theories about patterns of change • Measures and mechanisms to manage corporate development and to ensure sustainable success • Models on driving forces of corporate development • Empirical studies discussing tracks and drivers of corporate development processes c) Growing company size <ul style="list-style-type: none"> • Strategies of corporate development, direction of growth and shifting boundaries of companies • Cooperation and M&A as different growth strategies • Potentials and challenges of different growth strategies d) Reducing company size <ul style="list-style-type: none"> • When and how do companies reduce their size and how can they do so successfully? • Outsourcing and Downsizing as different strategies to reduce company size • Potentials and challenges of different strategies to reduce company size 	2 WLH
Course: M.WIWI-BWL.0112.Ex Corporate Development (Exercise) <i>Contents:</i> In the accompanying practice sessions, students deepen and broaden their knowledge from lectures by applying theories and methods to real-world problem sets.	2 WLH
Examination: Written examination (60 minutes)	6 C

M.WIWI-BWL.0112.Mp: Corporate Development	
Examination requirements: Students: <ul style="list-style-type: none"> • demonstrate a profound knowledge of and ability to manage challenges in corporate development, • document a thorough understanding of how to actively design an organizations' development processes, • demonstrate the ability to discuss different measures, strategies, and tools to manage corporate development, • show a profound understanding of empirical studies and theoretical implications and be able to transfer findings on current practical examples in case studies. 	
Admission requirements: none	Recommended previous knowledge: Basic knowledge in the areas of management and organization as well as organizational design and change
Language: English	Person responsible for module: Prof. Dr. Indre Maurer
Course frequency: each summer semester	Duration: 1 semester[s]
Number of repeat examinations permitted: twice	Recommended semester: 1 - 4
Maximum number of students: not limited	