



Elective Subjects/ Semester 2,3 or 4:	
Title of the course	Strategy, Organisation and Market Creation
Coordinator of the course:	Henrich DAHLGREN
Objectives	<p><u>Students who complete the module:</u></p> <p>Knowledge</p> <ul style="list-style-type: none"> - Have gained insights into different concepts for strategy and their significance for the Firm's ability to seize opportunities and create new markets. - Have knowledge about possible strategies in the global organisation - Have knowledge about possible organizational designs in the global organisation - Have knowledge about the possible configuration of innovative business models and understanding their importance for businesses - Have knowledge about the challenges in the development of global markets and their possible solutions. - Have knowledge about current trends influencing the contemporary organisation. <p>Skills</p> <ul style="list-style-type: none"> - Be able to understand the characteristics and drivers of market creation and development, as well as the practical means of handling them in an engineering business context - Be able to understand the range, scope and complexity of challenges related to the management in creating and realizing global markets - Be able to work with different organizational set-ups and configurations in the global organization and be able to understand their importance for market and business creation. - Be able to configure and design global networks and value chains for market creation and realization. - Be able to understand the complexities involved in creating global markets. <p>Competencies</p> <ul style="list-style-type: none"> - Be able to design and evaluate the strengths and weaknesses of different organisational configurations (including network structures) and their possible contributions for the creation of global markets. - Be able to craft strategies for market creation in the global firm
Workload: ECTS	5 ECTS Credits

Important note

This syllabus describes the course as it was delivered in **Summer Semester 2016** Readers should note that courses of the DCLLead programme are changed and adapted every year, also taking into consideration the feedback of the participants. This syllabus is for informational purposes only. The administration of the DCLLead programme does not guarantee that the entirety of the information contained in this document clearly applies to any course that is delivered during another semester, also with the same title.