

**MBA "Management and Finance" / MBA "Management and Real Estate"
MBA "Management and Production"**

„NEW STRATEGIES FOR COMPETITIVENESS“

Management-Seminar (in englischer Sprache)

entwickelt von Prof. Dr. Michael Porter,

Institute for Strategy and Competitiveness

an der Harvard Business School

November 2018 bis Januar 2019

16./17.11.2018 und 07./08.12.2018 und 18./19.01.19 ganztags

Prüfung: Klausur 90 min/Schriftl. Arbeit

Workload:6 ECTS

KL 15.02.2019

Koordination: Claudia Stehr, MBA claudia.stehr@hfwu.de

Wissenschaftliche Leitung: Prof. Dr. Kurt M. Maier, kurt.maier@hfwu.de

Lernziele:

Studierende und Lehrende aller Fakultäten, Manager und Spezialisten aller Branchen lernen, welche Faktoren die **Wettbewerbsfähigkeit** von Unternehmen und Regionen abhängig ist, welche Schlüsselrolle die **Produktivitätssteigerung** dabei spielt und wie sich die gewonnenen Erkenntnisse in der Praxis zur Stärkung der **eigenen Wettbewerbsvorteile** umsetzen lassen. Sie erleben darüber hinaus die spezifische Didaktik der Harvard Business School.

Dozenten:

Professoren unserer Partnerhochschule, der **Fachhochschule Solothurn Nordwestschweiz**, einer „affiliate university“ der Harvard Business School, sind befähigt, den Lehrgang im deutschsprachigen Raum durchzuführen. Der Kurs basiert auf Fallstudien, die von **Professor Dr. Michael Porter** entwickelt und in seinen Seminaren an der Harvard Business School eingesetzt werden.

ANMELDUNG

Vor- und Zuname		
Akad. Abschluss, Berufsabschluss		
Anschrift / Rechnungsadresse		
Teilnahmegebühr: Die Zahl der Teilnehmer ist begrenzt.	1.950 EUR Studierende und Alumni des Campus of Finance erhalten einen Preisnachlass.	Datum: Unterschrift:
Anmeldung	WAF Weiterbildungsakademie an der HfWU Nürtingen-Geislingen Neckarsteige 6-10, 72622 Nürtingen (www.waf.hfwu.de)	
Beratung und Information:	Institut Campus of Finance, Sigmaringer Straße 25, 72622 Nürtingen Telefon: 07022-2011046 / mobil: 0157-54141380, www.mba-studiengang.de	



MBA “Management and Finance” / MBA “Management and Real Estate”

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What will you learn?

At the end of the course, you will know...

- state-of-the-art concepts of how to improve the competitiveness of your company, the industry cluster your firm is operating in and ultimately your whole region.
- the driving forces for prosperity at the firm and region level: innovation and productivity.
- how to foster the orientation of your company and your region on successful development from a resource- or investment-driven to a knowledge-driven economy of the 21st century.
- how to practically apply an innovative, broader approach in your daily work.
- ... in essence, how to stay ‘ahead of the pack’.

You should attend if you are a student or...

- a manager at any level interested in a broader approach to strategy and how to improve the competitiveness of your firm and industries.
- a general management-track professional, i.e. a recently or soon-to-be-appointed general manager who wants to widen his experience beyond the current functional experience.
- interested in an overview of cutting-edge strategies.
- willing to work very intensively in working groups.

Practical benefits:

- At the end of the course, you will be able to apply the strategies to your own field of work.
- A participants’ centred learning experience in which all participants are expected to prepare and contribute actively in every class session.
- Handouts of all lectures and copies of all relevant Harvard case studies.
- You may become a published author: You have the opportunity to upgrade your project paper to a case study.

Content

Part 1: Firms, Industries and Location

Part 2: The Microeconomic Business Environment

Part 3: Economic Strategy for Nations, States & Regions

Part 4: Shared Value - An innovative approach to sustainable value creation

How will you work during the course?

- The course is taught with the support of Prof. Porter’s course materials for the course ‘Microeconomics of Competitiveness’ taught at Harvard Business School.
- The materials are approx. 12 Harvard case studies, videotaped lectures given by Prof. Porter, accompanying handouts and Professor Porter’s Book ‘On Competition’
- Throughout the program, you will be working intensively within a working group (4-5 people) and conduct a project on an industry cluster, for which the desired output is a 30 page report and a presentation.
- Grading will be based on class participation, a project paper and a final exam.
- Participants: 30

Faculty

The faculty consist of the Professors Peter Abplanalp, Ph.D. and Mike Domenghino, Ph.D. of the University Northwestern Switzerland. They are US-trained academics (Cornell and Harvard) with many years of hands-on experience in leading positions in industry and governmental organisations. Both were additionally trained as affiliate faculty members by Professor Porter at the Institute of Strategy and Competitiveness at Harvard Business School.