

**Course description: Corporate Governance
(Unternehmensführung)**

Topics:

1. Introduction to strategic Management
 - Definition of Strategy
 - Several Strategy Approaches
2. Extern Analysis
 - Porter's Five Forces
 - Competitor Analysis
 - Strategic Groups
3. Intern Analysis
 - Key Success Factors
 - Resource Analysis
 - Porter's Value Chain
 - Portfolio Technique
 - Strategic Conception and Strategic Options (Cost Leadership vs. Differentiation)
 - Strategic Valuation
 - Implementation of Strategies (Balanced Scorecard)
4. Case Study
5. Objectives and Tasks of operative Controlling
 - The Budgeting Process
 - Relevant Cases
 - Relation of Controlling Instruments
6. Budgeting
 - Income Statement
 - Cash-Flow Statement
 - (Planbilanz) Budgeted Balance Sheet
 - (Erwartungsrechnung) Budget Forecast
 - Case
7. Basics of Capital Budgeting
 - Disadvantage of traditional Performance Measures
 - DCF-Approach
 - EVA-Approach (and CFROI/CVA-Approach)
 - Case 'DCF'
 - Case 'EVA'

