

HIDDEN CHAMPIONS, STRATEGIC MANAGEMENT AND INTERNATIONALIZATION

Fecha de Dictado: 27 al 30 de Agosto de 17 a 21hs.

Idioma: Inglés

CONTENIDOS MINIMOS:

The course is aimed to analyze the following concepts:

- Hidden Champions (HC) generally. Definition of Hidden Champions. Relevance of HC for the economy. Examples of HC.
- Strategic management generally. Main differences between operative and strategic management. Strategic analysis. Development and implementation of strategies. Main strategies (product, price, market leadership etc.).
- Strategies of HC. Growth and market leadership. Product and service specialisation. Consistent use and revision of the competitive advantage (innovation, product quality, product and service advice).
- Internationalization generally. Opportunities (purchasing: cost savings, sales: market extension). Threats (purchasing: quality problems; sales: financial risk). Cultural differences.
- Internationalization of HC. Internationalization as growth driver. Strategic relevance of individual country markets. Market entry strategies (licensing, cooperation, subsidiary company, local production).

PROFESOR RESPONSIBLE:

Prof. Dr. Walter Ruda

Academical Career

- Professor for Business Administration, esp. Finance, Accounting and Controlling, University of Applied Sciences Kaiserslautern, Campus Zweibrücken (since 1994); Director of the German Center of Entrepreneurship, Leader of the “Entrepreneurship Educator” of the University of Applied Sciences Kaiserslautern
- Foundation Dean and Member of the Foundation Committee of the Faculty of Business Administration of the University of Applied Sciences Kaiserslautern, Campus Zweibrücken, Germany
- Dr. rer. pol., University of Bayreuth, in 1987
- Dipl.-Volksw., University to Cologne, in 1982
- Dipl.-Kfm., University to Cologne in 1981

Practical Career

- Formerly Chairman of the Supervisory Board, 1. FC Kaiserslautern
- Formerly CFO (resp. for Finance, Controlling and Investor Relations), stock-quoted CDV Software Entertainment AG, Karlsruhe
- Formerly Managing Director, Winkler und Co. KG., Villingen-Schwenningen, President of Winkler USA
- Formerly Managing Director, erima Sportbekleidungs GmbH, Reutlingen
- Formerly Director Controlling International, adidas group, Herzogenaurach
- Formerly Scientific Assistant at the University of Bayreuth