

# Strategic Management & Technology

## Masterclass 25 ECTS

October 15 – 17, 2026	Thu - Sat	<ul style="list-style-type: none"> <li>▪ <b>Strategic Analysis, Planning &amp; Implementing:</b> Introduction to strategy analysis &amp; competitive strategy, environmental analysis, company analysis, analysis of strategic options, strategy implementation</li> <li>▪ <b>Managing Capabilities</b> organizational competencies &amp; impact of change competencies, organizational culture and employee behavior.</li> <li>▪ <b>Financial Performance Management &amp; Budgeting</b> strategic decisions, management of financial risks, budgetary planning and control systems, performance evaluation systems, forecasting methods, sales &amp; operations planning</li> <li>▪ <b>Corporate Entrepreneurship &amp; Venturing</b> development and management of autonomous strategic activities, entrepreneurial effectuation as an alternative process, organizational creativity, strategic communication in creating market opportunities</li> <li>▪ <b>Strategic Technology Management &amp; Acquisitions</b> developments on the M&amp;A market, acquisition motives, phases of the M&amp;A process, stakeholders, M&amp;A outcomes</li> </ul>
November 5 – 7, 2026	Thu - Sat	
November 26 – 28, 2026	Thu - Sat	
December 10 – 12, 2026	Thu - Sat	
January 14 – 16, 2027	Thu - Sat	

In the specialization modules of the Masterclass you will expand your skills in strategy development and implementation. We provide participants with a deep theoretical but also practice-oriented understanding of the technological, budgetary and strategic competence management settings.

**Please note that dates are subject to change. We will inform you as soon as there is an update!**

Masterclass module setting: blocked modules, usually Thu-Sat or Fri-Sun. from 9 a.m. to 6 p.m.,