

The Rhine-Waal University of Applied Sciences in Kleve and Kamp-Lintfort offers an innovative, international environment combined with first-rate teaching in interdisciplinary Bachelor and Master's degree courses, taught mainly in English. It is strong in conducting research in disciplines such as technology, natural sciences and social sciences. More than 7,500 students have already enrolled at the Rhine-Waal University of Applied Sciences.

The University of Applied Sciences has to award for the faculty Life Sciences in the Bachelor-/Master's degree courses Agribusiness, B. A. at the campus in Kleve in the summer semester 2024 the following

Lectureship

within the meaning of Section 43 of the Law regarding the Universities in the State of North Rhine Westphalia (HG NRW):

Reference number 01/LAFLS/24

Subject area/Module: „AB 2 4021 Strategy and Management“

The lecturer shall take over lecture in the amount of 4 lecturing hours (1 hour lecture + 2 hours seminar and 1 hour exercise) in the English module "Strategy and Management" (2nd semester) of the bachelor course Agribusiness, B. A.. The module is to be offered in the summer semester 2024 in attendance.

Content:

Lecture:

Introduction to agribusiness; industry evolution and industry life cycle; introduction to strategy; sources of competitive advantage; impact of the external environment; Porter's Five-Forces analysis; Porter's generic strategies; resources, capabilities and competencies; competitive rivalry and cooperation; decision-making under uncertainty; vertical integration; diversification strategy; internationalization strategy; Corporate Social Responsibility

Seminar:

During the seminars, business case studies will be discussed in which students are confronted with a real-life business problem and are supposed to take the role of an entrepreneur and/or decision-maker aiming to solve the problem at hand applying the concepts covered during the previous lectures.

Exercise:

During spreadsheet modelling exercises students learn to apply various analytical tools/methods for decision-making under uncertainty.

Learning objectives include:

On successful completion of this module, students should

- understand the role of managers in successful agribusiness enterprises¹
- comprehend the principles of value creation and competitive advantage in agribusiness²
- be able to apply concepts of strategic management to typical challenges of agribusiness enterprises³
- be able to analyse business cases, discuss strategic options and develop recommendations⁴
- be able to critically discuss aspects of ethical and socially responsible management in the agribusiness context⁵
- be able to consider the social impact of professional decisions^{2,3} and thus deepen their capacity to engage in society^{2,3}

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Requirements:

The lecturer shall have a corresponding university degree and have practical experience. Didactic skill and the ability to hold the course with an international group of students in the English language are required (the language level shall be C1 according to the European reference framework).

The Rhine-Waal University of Applied Sciences offers lectures a systematic networking with the university as well as the opportunity of a specific training development to ensure a sustainable skill improvement, a closely link between theory and practice and a support for the personal development of lectures.

It is asked to send in just copies of documents as these cannot be returned.

Please send your application via **e-mail stating the reference number and the module title** addressed to

Contact person:

Prof. Dr. Dietrich Darr

E-mail: dietrich.darr@hochschule-rhein-waal.de

For questions and further information please contact the mentioned contact person above.