

1	Name educational unit	Strategic Enterprise Management
2	Study guide number	6100SEME13
3	Description	Strategic Enterprise Management involves a cases study for the Andina company in Chile, a bottling company of Coca-Cola. Students will work with SAP to analyze data and make budgets and Variance analyses for the company. This will lead to learning how to make strategic business decisions and carry them out.
4	Teaching methods	Lectures and project group meetings
5	Testing and weighing	Testing: PO and weighing: 100
6	Number of ECs	5
7	Number of contact hours	2,5
8	Study material Mandatory and advised literature + other study material	Desk research (bib.hva.nl) and study material referred to by the lecturer
9	Learning goals / competences (Learning goals are formulated in `can-do statements`...)	<ul style="list-style-type: none"> • The student is able • to judge (with the financials ratios) about the financial situation of a company and understand that he, as a manager, can help to increase the liquidity by using JIT f.i. • to make a planning for one or more divisions (on an operational level), within the constraints of the economic situation of a country • to explain outcomes within the framework of responsibility accounting • to defend the differences between the desired and actual goals
10	Relation with the professional field	Not applicable
11	Lecturers	A.M.M. van Roosmalen, R.H. Knippenburg
12	<u>Specialities</u>	Business Simulation in ongoing companies with SAP ERP