



Technische Hochschule
Ingolstadt

Zentrum für
Angewandte Forschung

Strategic Security Management

A business leader perspective

THI - ISMA Certificate Program

Prof. Dr. Marc Knoppe



ISMA

INTERNATIONAL SECURITY
MANAGEMENT ASSOCIATION



Understand key stakeholder groups & the business processes

Empower senior security leaders for strategic management

Apply the strategic tools to a corporate process to customize a security strategy from the business leaders perspective

Program

Modules



Strategic Management 1st Day	Security Value Chain Management 2nd day	Business Case 3rd Day	Presentation 4th Day
The global strategic impact on security	Strategic introduction	Design the security value chain to the individual business	Final presentations of the developed security strategies
Practical work: benchmark different security strategies	Best practice of the value chain analysis	Rethink the security value proposition	Discussions of the results
Practical work: identify fits and misfits of the security core competencies	Practical work: define strategic security requirements to increase the company value	Customize the security strategy	



Marc Knoppe is professor for international retail management, strategic marketing and innovation management in Ingolstadt since 2009. He has more than 25 years experience in strategic management in several multinational companies at home and abroad, in particular USA and Asia-Pacific. He had various positions as Head of Strategy & Marketing and Managing Director in American and German group companies. He is director and founder of the executive MBA „Security & Safety Management“. His focus is on the strategic perspective of security management in the context of corporate strategy. Marc Knoppe is also responsible for the internationalization of the THI Business School.