

**General view
of the
required contents
of the
examination paper
for the
degree
pbsm.strategist**

May 2024

General view of the required contents of the final paper

Structure and content

Modul	Field	Task	Content, reasons, result
Business Model	Topics	Topics value proposition	all topics for social media from the module Value propositions with justification of the respective topic.
		Topics customer relations	all topics for social media from the customer relations module with justification of the respective topic.
		Topics channels	all topics for social media from the Channels module with justification of the respective topic.
		Topics customer segmentation	all topics for social media from the customer segments module with justification of the respective topic.
		Consolidated topics	All topics for social media from the 4 modules of the business model
	Priority	Definition of the priority for each topic	Topics of all 4 modules of the business model with their priorities including justification of the priority
	SMA	Definition of the SMA for each topic	Topics of all 4 modules of the business model with their social media affinity
	Social media benefit	Possible social media benefits for the business model by topic	Potential benefits of social media for the individual topics of the 4 modules of the business model
Options	Competition	Competitive situation in the topics of the 4 modules of the business model	Description of the competitive situation in the topics of the 4 modules of the business model with social media usage formats and impact methods
	Measures	Measures for the competitive situations in the topics of the 4 modules of the business model	Measures required to successfully secure a competitive position in the respective topics of the 4 modules of the business model - justification -
	Resources	Resources required for a successful competitive position	Resource requirements for the respective competitive positions in the topics of the 4 modules of the business model - justification -
	Possible competition positions	Definition of the possible competitive position - social media benefits and company benefits	Realizable competitive positions according to topics / benefits - Justification -

Structure and content of the strategy as a final paper

Modul	Field	Task	Content, reasons, result
Strategy definition	Strategy versionsn	Strategy versions for different focal points	Number of meaningful strategy versions with different focal points - description and justification
	Strategie elements	Contents of the strategy elements for the individual strategy versions	Content of the strategy components for the individual strategy versions Description and justification
	Interations	Checking the content of the strategy elements for negative and positive interactions between the strategy elements	Description of any interactions - positive and negative - within the individual strategy versions with effects of the interactions
	Assumptions Prerequisites	Definition of the assumptions and prerequisites of the respective strategy versions	Assumptions and prerequisites for the content of the individual strategy versions with justification
Strategy evaluation	Evaluation strategy versions	Benefits and resources	Comparison of costs and benefits for strategy versions with justification of the assessment
		Competition risks	Comparison of the competitive risks of the strategy versions with justification of the respective assessment
		Risks of implementation	Comparison of the implementation risks of the strategy versions with justification of the respective assessment
Strategy decision	Recommendation for a social media strategy based on defined criteria and focal points and a justification based on these.		

Information page - not part of the final paper

Objectives pbsm	The aim of the potential-based strategy model pbsm is to provide social media users with a tool for strategy development that opens up the benefits of social media for the entire business model and enables highly competitive and effective strategies. This also applies to newcomers with no knowledge of business models and no major strategy experience. That is why the pbsm is available to everyone without an exam.
Objectives pbsm.strategist	The aim of the pbsm.strategist degree is quality assurance in the usage of the method. In order to develop actual strategies in social media that go beyond arbitrary collections of measures and ensure the potential benefits of social media for a company, practical application experience is required that goes beyond acquired knowledge.
Benefit pbsm.strategist	With this qualification, companies as customers and employers have the certainty that the usage of the method has been practiced by graduates. Users with this qualification distinguish themselves externally through confirmed practical user knowledge and have the security of successful usage of the method.
Completion of the final paper	The final paper is an achievement of the graduate. They must perform the essential tasks independently. External sources and assessments are required for the procurement and evaluation of information and must be identified as such in the thesis. The organization and time frame of the thesis are determined by the graduate.
Registration and submission	By registering their paper, graduates ensure that their paper will be examined within a period of 1 year from registration and that they will have a contact person for questions and feedback during this period if required. The final paper must be submitted no later than 1 year after registration.
Questions and feedback	From the time you register your thesis, I or a representative will be available to answer questions about the method and its usage and to provide feedback on individual content.
Costs	The following costs are incurred for the pbsm.strategist degree. Final exam 1450€ plus VAT. Optional costs: personal coaching content and usage of the method per 30 min: 60€ plus VAT feedback practical exercises: per 30 min 60€ maximum 120€ Questions (by email) 25€ plus VAT. The costs for the final examination are incurred when the work is submitted, costs for coaching and feedback as soon as they are used.
Prerequisites for recognition of the final paper	The thesis must be submitted no later than 1 year after registration. A prerequisite for the recognition of the degree is the complete usage of the method in terms of content and a strategy with objectively justifiable chances of success. Sources and external evaluations, justifications and contributions are marked.

Course information	
Volume strategy course	<ul style="list-style-type: none"> • 7 modules • 73 learning units • 20h+ reading time, (150K+ words) • 200+ practical exercises
Usage alternatives	<p>free of charge</p> <p>Access to the course: 2 months, extension possible for a fee,</p> <ul style="list-style-type: none"> • Degree: no degree • Proof of performance: no proof of performance • Individual support optional (subject to charge) • User directory: no entry in the user directory.
	<p>Degree pbsm.strategist</p> <ul style="list-style-type: none"> • Course fee 1850 € plus VAT. • Proof of performance through specific strategy development • free access to the course • Individual support optional (subject to charge) • User directory: Entry as pbsm.strategist in the user directory after successful graduation.
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