



School of Economics and Management

FEKH11, Business Administration: Business Policy, 7.5 credits

Business Administration: Business Policy, 7,5 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus is an old version, approved by Academic Director of Studies at Department of Business Administration on 2016-11-10 and was valid from 2016-11-10, autumn semester 2016.

General Information

The course FEKH11 is a course on Business Administration at the ungraduated level.

The course is offered in English, students must therefore be able to communicate in English both orally and in writing.

Main field of studies

Business Administration

Depth of study relative to the degree requirements

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

The over-all objective with the course is to give a wide knowledge of theories of strategy and their application in models, concepts, and tools and techniques in various contexts. In order to fulfil this objective the course takes its departure in historical and contemporary theories, while theories about strategy in highly unpredictable and volatile contexts will be introduced in the end of the course.

A passing grade on the course will be awarded to students who:

Knowledge and understanding

- Have knowledge of the main theoretical perspectives of strategy
- Understand different theories' historical back ground and the most important concepts, models, and tools and techniques for strategic analysis.

Competence and skills

- Are able to identify, analyse and find solutions to problems in relation to strategic management issues in single business firms as well in multi business firms in their industrial contexts, applying industrial organization theories and the resource based view.

Judgement and approach

- Are able to identify current trends in strategic management including new forms for competition and new forms of organization and leadership
- Are able to present and defend their conclusions from their case work.

Course content

The aim is to promote theoretical knowledge as well as applied knowledge adapted to different contexts regarding strategic management from a general manager's perspective. The aim is further to develop the students' ability to analyse the strategies of an organisation and the strategy formulation and implementation processes.

Following a general introduction to strategic management, traditions and trends in business policy, emphasising the perspective of the general manager, the following topics are covered:

- Definitions and models of strategy: industrial organization (IO) and resource based view (RBV), new approaches to strategy: strategies in hypercompetitive environments, standard setting and time pacing.
- Industrial organization perspective on strategy. Industry and competitive analysis - tools and models.
- Strategy in single-business companies, IO theories: traditional and contemporary state
- Strategy in single-business companies - RBV theories: traditional and contemporary state.
- The evolution of the modern industrial enterprise. Strategy in multi-business companies - concepts and tools. International and global businesses.
- New approaches to strategy. Technology lock-in, the standard race.
- New approaches to strategy: strategy in highly volatile contexts, hyper competition and time pacing.

Course design

The course is conducted in the form of lectures as well as case discussions and a presentation made by the students. Student groups consisting of about four participants analyze and present a case. The course design is based on active student participation and students are expected to attend all activities.

Assessment

The final grade is weighted as follows: Case report/presentation in groups: 50 %

Final written individual examination covering the course literature and a synthesis of the lectures: 50 %

If a group fails the case report/presentation the teacher will give a complementary assignment. Re-exam will be given for the final written individual examination

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

Grade (Definition) Points or % out of maximum points. Characteristic

A (Excellent) 85-100 points. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84 points. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74 points. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64 points. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54 points. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail) 0-49 points. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.

Entry requirements

Studies in Business Administration, corresponding to at least 60 UCP or ECTS-cr from undergraduate level studies.

Further information

The course FEKH11 corresponds to the courses FEKA53, FEKA21, FEKH10, FEK351, and FEKH521. Only one of these courses may be included in the same degree.

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

FEKH11 Business Policy cannot be combined with the courses FEKA53, FEKA21, FEKA31, FEKH10, FEK351 or FEK521 in a degree.

Subcourses in FEKH11, Business Administration: Business Policy

Applies from H16

- 1602 Written exam, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 1603 Case, 3,5 hp
Grading scale: Fail, E, D, C, B, A

Applies from H11

- 1101 Business Policy, 7,5 hp
Grading scale: Fail, E, D, C, B, A