



School of Economics and Management

MGTN34, Management: Strategic Positioning and the Strategy Process, 3 credits

*Management: Strategic Positioning and the Strategy Process, 3
högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2014-06-17 to be valid from 2014-09-01, autumn semester 2014.

General Information

The course is a master level course within the Master programme of Science in Management where this course is compulsory.

Language of instruction: English

Main field of studies

Management

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

The course goal is to develop the students' knowledge of the functions of management, especially a general understanding of the field of strategy and central tools and key concepts.

Knowledge and understanding

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

- Understand the development of strategy theory and its role in management research.
- Demonstrate knowledge of central tools, key concept and theories within the field of strategy theory.

- Demonstrate an understanding for the strategy process and it's central issues within an organization.

Competence and skills

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

- Demonstrate the ability to identify and formulate management problems in relation to the strategy process within an organization.
- Demonstrate the ability to critically use and apply key concepts and tools as in the analysis of managerial problems related to the strategy process within an organization.
- Demonstrate the ability to work in multicultural teams and to in speech as well as in writing report and discuss conclusions based on analysis of managerial problems and challenges.

Judgement and approach

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

- Show a general understanding of the strategy process in an organization and how the research field has developed over time.
- Show a general understanding of the relation between the strategy process and other functions of management.
- Demonstrate the ability to with support in key concepts and tools make a critical assessment of as well as evaluate managerial issues in relation to the strategy process.

Course content

The course consists of three different parts:

1. The first part of the course contains an overview of the development of strategy theory and research over time and how this development can be linked to the development in society and the challenges faced by managers of organizations during history.
2. The second part of the course focuses on providing the students with knowledge and understanding of key concepts, tools and theories within the field of strategy theory and relates this to problems and challenges facing managers of organizations in the private as well as the public sector.
3. The third part of the course aims at providing the students with an ability to identify and critically assess managerial problems related to the strategy process. The students will also in this part of the course apply key concepts, tools and theories to the analysis of the problems identified and present their conclusions in writing and in speech.

Course design

The course consists of lectures, seminars and presentations (group or individual). The structure of the course is further communicated in *Course Instructions* (distributed separately).

Assessment

Assessment and grading are based on two parts, equally worth 50% of the final grade:

1. An individual or group assignment which is presented and discussed at a seminar (group or individual). The focus of the assignment is on the ability to present, apply and discuss the contents of the course.
2. An individual written examination that focuses on the understanding of core concepts and models of the course. The written exam is given at the end of the study period, in combination with the written exams of the other courses of the period.

A student who does not pass the assignment (1) will be given an extra assignment.

A student who does not pass the written examination (2) will be given opportunities for a re-sit 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. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

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

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

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

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

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

Students admitted to the programme Master of Science in Management, where this course is compulsory, are qualified for the course.

Further information

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.

Subcourses in MGTN34, Management: Strategic Positioning and the Strategy Process

Applies from H15

- 1411 Assignment, 1,5 hp
Grading scale: Fail, Pass
- 1412 Written exam, 1,5 hp
Grading scale: Fail, Pass

Applies from H14

- 1401 Strategic Positioning and the Strategy Process, 3,0 hp
Grading scale: Fail, E, D, C, B, A