BUSN11, Strategic Management, 7.5 högskolepoäng

_Strategic Management, 7.5 credits_

Avancerad nivå / Second Cycle

Fastställande


Allmänna uppgifter

This course is an elective course in Business Administration at the masters’ level. The course can be studied within the Business Administration and Economics programme, the International Business Administration and Economics programme as well as an independent-subject course. Given in English.

_Undervisningsspråk:_ Engelska

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<tr>
<th>Huvudområde</th>
<th>Fördjupning</th>
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<tbody>
<tr>
<td>Företagsekonomi</td>
<td>A1N, Avancerad nivå, har endast kurs/er på grundnivå som förkunskapskrav</td>
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Kursens mål

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

Knowledge and understanding

- Strategic decision making in knowledge and technology intensive industries.
- Implications of the digital economy on strategy, organisational structure and networking.
- New business models in digital and knowledge based industries.
• The situation when companies in mature industries confront rapid changes and
globalisation.

• The role for entrepreneurs in developing strategies challenging market threats.

Skills and abilities

• Have demonstrated ability to use theories, models and concepts to analyse
complex practical issues and suggest appropriate suggestions or solutions.

• Have demonstrated ability to integrate different models and concepts in a
coherent analysis of a strategic situation.

• Can present their analysis and conclusions, and the theoretical foundation for
their argument clearly and unambiguously to a top management team.

Judgement and approach

• Have demonstrated ability to integrate theories learned within the course in
coherent problem solving or analysis and from that drawn adequate conclusions.

• Have shown ability to competently and convincingly develop recommendations to
strategic action in a complex situation.

Kursens innehåll

The main objective of the course is to help the students achieve knowledge about the
strategic conditions for corporations and other types of organizational interplay, with
their environment. Training of the participants' abilities in applying that type of
knowledge is practical decision making is also an important objective of the course.

The course is introduced with an overview of the different schools of strategic
management. Starting with the classical business policy theory, followed by the
"industrial organization economics" and ending with the so called “resource based
view” on resources and competences as the key basis for competitiveness. From that
the course discusses how changes in the marketplace like deregulation, globalisation,
the development of new trade blocks, technological development, the environmental
issues, the intellectual capital in organizations, out-sourcing and other issues poses
new challenges to the strategic managers of today. To highlight the differences in
demands on the leadership in different kinds of organisations strategic leadership in
big corporations as well as in small new ventures and in public organisation with quite
different types of objectives are discussed.

Kursens genomförande

Lectures are the basic element of the course, with lots of discussions and two specific
group assignments. Examination is based on the two group assignments and an
individual test I the end of the course. Participants who follow the lectures regularly
get a special bonus.
Kursens examination

Prov/moment för denna kurs finns i en bilaga i slutet av dokumentet.

Betyg

Betygsskalan omfattar betygsgraderna Underkänt, E, D, C, B, A.

Grading scale

At the School of Economics and Management grades are awarded in accordance with a criterion-based grading scale A-U (A-F). Students have to receive a grade of E or higher in order to pass a course.

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<tr>
<th>Grade, characteristic</th>
<th>Points/percentage of total score, criteria</th>
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<tbody>
<tr>
<td>A-Excellent</td>
<td>100-85, A distinguished result that is excellent with regard to the following aspects – theoretical depth, practical relevance, analytical ability and independent thought.</td>
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<tr>
<td>B-Very good</td>
<td>84-75, A very good result with regard to the above mentioned aspects.</td>
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<tr>
<td>C-Good</td>
<td>74-65, The result is of a good standard with regard to the above mentioned aspects and lives up to expectations.</td>
</tr>
<tr>
<td>D-Satisfactory</td>
<td>64-55, The result is of a satisfactory standard with regard to the above mentioned aspects and lives up to expectations.</td>
</tr>
<tr>
<td>E-Sufficient</td>
<td>54-50, The result satisfies the minimum requirements with regard to the above mentioned aspects, but not more.</td>
</tr>
<tr>
<td>U/F-Fail</td>
<td>49-0, The result does not meet the minimum requirements with regard to the above mentioned aspects.</td>
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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.
Förkunskapskrav

Successful completion of 1-60 UCP or ECTS-cr in Business Administration, and FEK582 Bachelor Thesis/ FEKK01 Degree Project Undergraduate Level, or the equivalent, and studies in 61-90 UCP or ECTS-cr in Business Administration.

Specific admission requirements:
FEK521 Strategy and Management Control Systems, or FEKA21 Strategy and Management Control Systems or equivalent is recommended.

Övrigt

The course BUSN11 Strategic Management cannot be combined with the courses BUSM37, FEKM11 or FEK523 Strategic Management in a degree.
Prov/moment för kursen BUSN11, Strategic Management

Gäller från H11

1101 Assignment 1, 1,5 hp
   Betygsskala: Underkänd, Godkänd

1102 Assignment 2, 1,5 hp
   Betygsskala: Underkänd, Godkänd

1103 Attendance, 0,7 hp
   Betygsskala: Underkänd, Godkänd

1104 Exam, 3,8 hp
   Betygsskala: Underkänd, Godkänd