



LUNDS
UNIVERSITET

Ekonomihögskolan

FEKH11, Business Administration: Business Policy, 7,5 högskolepoäng

Business Administration: Business Policy, 7.5 credits

Grundnivå / First Cycle

Fastställande

Kursplanen är en historisk, äldre version, faställd av Studierektor vid Företagsekonomiska institutionen 2016-11-10 och gällde från och med 2016-11-10, höstterminen 2016.

Allmänna uppgifter

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

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

Huvudområde

Företagsekonomi

Fördjupning

G2F, Grundnivå, har minst 60 hp kurs/er på grundnivå som förkunskapskrav

Kursens mål

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:

Kunskap och förståelse

- 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.

Färdighet och förmåga

- 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.

Värderingsförmåga och förhållningssätt

- 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.

Kursens innehåll

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.

Kursens genomförande

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.

Kursens examination

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.

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

Betyg

Betygsskalan omfattar betygsgraderna Underkänt, 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.

Förkunskapskrav

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

Övrigt

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.

Prov/moment för kursen FEKH11, Business Administration: Business Policy

Gäller från H16

- 1602 Written exam, 4,0 hp
Betygsskala: Underkänt, E, D, C, B, A
- 1603 Case, 3,5 hp
Betygsskala: Underkänt, E, D, C, B, A

Gäller från H11

- 1101 Business Policy, 7,5 hp
Betygsskala: Underkänt, E, D, C, B, A