



School of Economics and Management

BUSN16, Business Administration: Management - Strategy and Practice, 7.5 credits

*Business Administration: Management - Strategy and Practice, 7,5
högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2013-09-02 and was last revised on 2016-04-26 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2016-04-26, autumn semester 2016.

General Information

BUSN16 is a course in Business Administration at the advanced level.

Language of instruction: English

Main field of studies

Business Administration

Depth of study relative to the degree requirements

A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

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

Knowledge and understanding

- Demonstrate a deepened knowledge and understanding about management and leadership.
- Demonstrate a deepened knowledge and understanding how managerial processes can be contextually designed and used to support strategy and performance.
- Demonstrate an ability to account for, explain and reflect upon a variety of models within the field of management and critical management.

Competence and skills

- Are able to design a management approach that supports strategy and performance.
- Can demonstrate ability to apply theories, concepts and models to analyze practical situations, suggest improvements in actual practice and design a management set-up for firms in different industries and situations.
- Can work both individually and as a member of a group with students from different cultures in order to solve practical problems.
- Can present and discuss their analysis and conclusions, and the theoretical foundation for their arguments, clear and unambiguously to a professional audience.
- Demonstrate an ability to reflect critically upon practical and theoretical issues in management.
- Can show awareness of their own views on leadership and management and thus become able to formulate their visions on how to lead and manage in a future management assignment.

Judgement and approach

- Demonstrate an ability to reflect on and critically discuss the discussed theories and their application
- Can select and critically evaluate different theories in relation to specific practical problems and different demands on management that follows from a particular context.
- Demonstrate an ability to give recommendations on improvements of management praxis based on an analysis.

Course content

The objectives of the course are to make students familiar with the main areas, constructs and theoretical models within the broad subject of management and strategy. And also to provide them with a general understanding of the different challenges that companies operating on different markets have to manage. The course aims to provide students with a deepened and thorough understanding of why and how organizational characteristics and objectives, as well as market and societal factors in which an organization operates, matter for management. Another aim is to be able reflect critically upon these issues.

This includes giving the students a solid theoretical understanding within the area as well as an ability to analyze and solve practical problems related to the area of management and leadership. Special emphasis is given to complex situation that requires the design and use of management techniques to be balanced towards competing demands.

The course focuses upon the factors that are relevant within the management field and aims to provide the student with a theoretical and practical insight into the dynamics of the management process. It emphasizes crucial aspects of management choices and the understanding of critical factors in the management process. This includes analyses on the following levels:

- Managing oneself
- Managing the team
- Managing the organization

Course design

The course consists partly of lectures, discussions and student presentations and partly of various case exercises, individually and groups. The structure of the course is further communicated in Course Instructions (distributed separately). The structure of the course and the basis for grading requires regular attendance and continuous work with various assignments. Grading is carried out continuously on the basis of case exercises, assignments and seminars.

Assessment

Assessment and grading are based on three parts:

1. One or more group assignment, which is presented and discussed in class. The focus is on the ability to present, apply and discuss the content of the course.
2. One or more individual written paper that focuses on the student's understanding of and ability to reflect on personal characteristics in relation core concepts and models of the course
3. A student project focusing on clinically solving a practical management/organisation problem (client based)

A student who does not pass the assignment(s) (1) will be given a new assignment.

A student who does not pass the individual written paper(s) (2) will be given new assignments.

A student who does not pass the student project (3) will be given another equivalent assignments.

The only available grades will then be pass or fail.

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.

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 a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration).

Further information

The course BUSN16 cannot be combined with the courses BUSN15 in a 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.

Subcourses in BUSN16, Business Administration: Management - Strategy and Practice

Applies from H16

- 1602 Assignment 1, 4,0 hp
Grading scale: Fail, Pass
- 1603 Assignment 2, 3,5 hp
Grading scale: Fail, Pass

Applies from H13

- 1301 Management - Strategy and Practice, 7,5 hp
Grading scale: Fail, E, D, C, B, A