



LUND
UNIVERSITY

School of Economics and Management

BUSQ01, Business Administration: Strategic Thinking, 30 credits

Företagsekonomi: Strategiskt tänkande, 30 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2020-03-31 to be valid from 2020-03-31, autumn semester 2020.

General Information

The course is given first and foremost as a thesis course that also includes a method course and thematic courses focusing on strategy, strategic decision-making, strategic thinking and developmental pedagogy. The course is conducted in close collaboration between students and supervisors. The course has the following aims:

- To give the students insight and knowledge about strategy and strategic thinking at both individual and organizational levels.
- To give students some knowledge and insight into what scientific method and scientific work entails.
- To provide the students with basic knowledge and skills in both written and oral presentation.

Language of instruction: English

Main field of studies

Business Administration

Depth of study relative to the degree requirements

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

Learning outcomes

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

Knowledge and understanding

- Demonstrates knowledge and understanding of different methods for collecting and analyzing empirical data.

- Demonstrates knowledge and understanding of theories and models in strategic thinking.

Competence and skills

- Demonstrates the ability, theoretically as well as empirically, to define and argue for the choice of a research problem and purpose.
- Demonstrates ability to, with the support of advanced scientific literature, analyze and discuss a limited sub-area and problems in business administration.
- Demonstrates ability to in the thesis articulate and support analysis, arguments and conclusions.
- Shows the ability to, orally as well as in written text, convey the study's arguments, empirical material and results.
- Demonstrates ability to collaborate in a group with a high degree of independence, as well as plan and run a thesis project within given time frames.
- Demonstrates ability to integrate relevant knowledge as well as with scientific theoretical, and other relevant, perspectives analyze, assess and manage complex economic phenomena, issues and situations.
- Shows the skills required to participate in research and development work or other qualified business situations.

Judgement and approach

- Demonstrates ability to assess the need for empirical material (type and amount of empirical material) and can make a choice of suitable survey method based on the above assessment.
- Shows ability to analyze and interpret the empirical material.
- Shows ability to make judgments with regard to the relevant area within the chosen field in regards to scientific, social and ethical aspects.
- Shows insight on the role knowledge plays in society and how it is used.
- Demonstrate ability to identify the need for additional knowledge and how to develop their own competence.

Course content

In focus of the course is to combine literature studies and empirical studies with the aim of exploring how the demands of strategic thinking have changed and will change with an increasingly complex environment. The course will focus on what strategy, strategic decisions and strategic thinking is. The course will also focus on how the ability for strategic thinking can be developed in individuals and organizations.

Potential topics for or focus of thesis projects are:

- Analysis of the most widely used textbooks in strategy - text and themes, age, etc.
- Analysis of the world's best-selling strategy books focusing on content in the form of text and themes, age, etc.
- Analysis of the world's most read scientific articles focusing on strategy.
- Studies of how strategy managers think in connection with major crises or societal events, such as financial crises and pandemics, especially with a focus on cognitive functions and tools.
- How well students and strategists understand their / general cognitive pitfalls - can they explain the most common / most important pitfalls?

Course design

The project work (thesis) constitute the main part of the examination in combination with individual and group assignments. All hand-ins are mandatory and In the event of a failed grade, students can hand in supplementary work to achieve an approved grade. The course is conducted in close collaboration between students and supervisors.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Assessment

- Project, written thesis, 25,0 hp, A-F
- Presentation, defence and opposition of thesis, 0 hp, Pass, Fail
- Method course, hand in, 1,0 hp, Fail, Pass
- Course in strategic thinking, theoretical assignment (1) 3,0 hp, Pass, Fail
- Miniproject, theoretical assignment (2) 1,0 hp, Fail, Pass

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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

120 hp including 60 hp in Business Administration or equivalent.

Further information

This is a course that is primarily given during the fall semester 2020, as way to manage the situation that has arisen for various student groups in connection with the Corona crisis.

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 BUSQ01, Business Administration: Strategic Thinking

Applies from H20

- 2002 Course in strategic thinking, 3,0 hp
Grading scale: Fail, Pass
- 2003 Method course, 1,0 hp
Grading scale: Fail, Pass
- 2004 Mini project course, 1,0 hp
Grading scale: Fail, Pass
- 2005 Project, thesis including presentation, defence and oppositi, 25,0 hp
Grading scale: Fail, E, D, C, B, A