School of Economics and Management

DABN17, Data Analytics and Business Economics: Analytics-based Strategic Management, 7.5 credits
Dataanalys och ekonomi: Analysbaserad strategisk ledning, 7,5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus is an old version, approved by The Board of the Department of Economics on 2020-09-15 and was valid from 2020-09-15 , autumn semester 2020.

General Information

This is a single subject master course in data analytics and business economics. The course is mandatory in the master programme Data Analytics and Business Economics.

(Teaching may be in Swedish if all registered students have a good knowledge of Swedish.)

Main field of studies	Depth of study relative to the degree requirements
Data Analytics and Business Economics	A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

Knowledge and understanding
Students shall have an understanding of: theories of strategic management and their application across different business contexts, with particular emphasis on:

- the data requirements of strategy development (e.g., customer preferences, prices, costs, etc.),
- economic organization and firm boundaries,
- markets and competition between firms,
- strategic positioning and competitive advantage of firms,
- strategic organization of firms.

Competence and skills

Students shall have the ability to independently:

- apply theoretical models in strategic management in advanced problem solving,
- integrate and understand the connections between the strategy development, organization, and the availability of firm-/industry data,
- communicate and present arguments in favor of a given problem identification and solution to others.

Judgement and approach

Students shall have developed the ability to pursue further studies in the subject and should be able to search for and evaluate information with a high degree of independence. Students shall also develop the ability to acquire and critically assess the contents of reports and analyses within the subject area.

Course content

The overall aim of the course is that the students will acquire a working method that will characterize them as action-oriented business analysts. The course will provide theory-based knowledge of strategic management, and an understanding of the connections between different theories in strategic management. Theoretical concepts and models will be related to real-world challenges in companies and applied accordingly in analysis and to present business solutions. The students will acquire abilities to argue in favor of their standpoints in both written and oral presentation.

The course includes the following four parts:

- Economic organization and the boundaries of the firm: Decisions concerning the vertical chain, make- or buy decisions, and product range/diversification,
- Markets and competition between firms: Decisions concerning pricing strategy, capacity, and quality,
- Strategic positioning and competitive advantage of firms: Decisions concerning differentiation, industry position, value chain, and resource acquisition,
- Strategic organization of firms: Decisions concerning the design of incentive structures and organizational form.

An objective of the course is to provide students with specific business cases, which can serve both as empirical illustration and as bases for theoretical analysis. The particular theoretical perspective should thereby prepare the student for analyzing and evaluating actual strategy decisions in companies.

Course design

1. Teaching: Teaching consists of lectures, seminars and case discussions.

Assessment

1. Examination: The examination consists of a written exam, home assignments and active seminar participation. The written exam takes place at the end of the course. There will be further opportunities for examination close to this date. Points gained on the home assignments and seminar participation count at exams during the current term. Other forms of examination may be used to a limited extent.

2. Limitations on the number of examination opportunities: –

The University views plagiarism and other academic dishonesty very seriously, and will take disciplinary action against students for any kind of attempted malpractice in connection with examinations and assessments. Plagiarism is considered to be a very serious academic offence. The penalty that may be imposed for this, and other unfair practices in examinations or assessments, includes suspension from the University for a specified period.

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.

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.
1. Grading:

A (Excellent) A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability, and independent thought.

B (Very good) A very good result with regard to the above-mentioned aspects.

C (Good) The result is of a good standard with regard to the above-mentioned aspects and lives up to expectations.

D (Satisfactory) The result is of a satisfactory standard with regard to the above-mentioned aspects and lives up to expectations.

E (Sufficient) The result satisfies the minimum requirements with regard to the above-mentioned aspects, but not more.

F (Fail) The result does not meet the minimum requirements with regard the above-mentioned aspects.

To pass the course, the student must have been awarded the grade of E or higher.

2. Weighting grades from different parts of the course: –
3. Grading scales for different parts of the course: –

Entry requirements

Students admitted to the Master Programme Data Analytics and Business Economics are eligible for this course.

Further information

1. Transitional regulations: –

2. Limitations in the period of validity: –

3. Limitations: –

4. Similar courses: –

5. Limitations in renewed examination: –