



School of Economics and Management

FEKL25, Business Administration: Competitive Intelligence and Strategic Thinking, 7.5 credits

*Företagsekonomi: Omvärldsanalys och strategiskt tänkande, 7,5
högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by Vice Dean of Education at the School of Economics and Management on 2020-06-05 and was last revised on 2020-06-05 by Deputy Dean of Education at the School of Economics and Management. The revised syllabus applies from 2020-06-05, autumn semester 2020.

General Information

This course is aimed at participants that have some working-life experience as well as for students that are looking for a deeper understanding of competitive intelligence, or foresight and strategic thinking in a complex world.

Language of instruction: English

Main field of studies

Business Administration

Depth of study relative to the degree requirements

G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

The course goals are to develop the students' theoretical knowledge of theories, models and concepts as well as skills and abilities related to:

- Theories and praxis of forecasting and business intelligence in complex and uncertain business environments
- Theories and praxis of strategic management in complex and uncertain business environments
- Theories and praxis of strategic thinking and decision making in complex and uncertain business environments

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

Knowledge and understanding

- Demonstrate knowledge and understanding of fundamental theories and models in the above knowledge areas
- Demonstrate knowledge and understanding of research behind the above knowledge areas
- Demonstrate knowledge and understanding of how the above theories and models are applied in different organizational settings and situations.

Competence and skills

- Are able to identify and analyse the strength and weakness in the theories and models presented in course, including their applicability in a management context
- Can use the discussed theories and models in analysing relevant issues in various managerial situations
- Can use the discussed theories and models in the various managerial situations provided in the course

Judgement and approach

- Demonstrate an ability to reflect on and critically discuss the theories and models presented in course, including their application
- Demonstrate the ability to reflect on ethical aspects of applying the theories and models presented in course
- Demonstrate the ability to assess their own understanding of and application of the theories and models presented in course

Course content

Organisations are acting in more and more complex environments and need to navigating towards increasingly more complex and uncertain future environments. This has profound consequences for strategic management and strategic foresight. The course will present and discuss theories and models for how to conduct an organisation's continuous effort to understand the business current and future business environment. The course will further, present and discuss various principles for the organisations continuous effort to make and implement strategic decisions. This section will also include theories and models on organisational learning. As complexity is an essential part of the course, the course also contains an introduction to theories on linear and non-linear logic, complexity and cognitive theory related to complex reasoning.

The content of the course is divided into the following parts:

- Theories of complexity and uncertainty as it applies to management.
- Theories and praxis of foresight and business intelligence as it applies to management.
- Theories and praxis of strategic management.
- Theories and praxis of strategic thinking and decision-making.

Course design

The course consists partly of lectures, discussions and student presentations and partly of various workshops and student projects.

The course will be offered in an online format.

Assessment

Assessment and grading are based on two parts:

1. One or more written group assignment(s) presented and discussed in class focusing on the ability to apply, present and discuss the content of the course.
2. One or more written individual assignment(s) presented and discussed in class focusing on the ability to apply, present and discuss the content of the course.

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

A student who does not pass the individual written assignment(s) (2) will be given extra assignment(s).

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, Pass.

Entry requirements

General requirements for university studies in Sweden

Further information

The course is developed in order to primarily be offered during the autumn semester of 2020 in order to provide additional courses in connection with the corona pandemic.

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 FEKL25, Business Administration: Competitive Intelligence and Strategic Thinking

Applies from H20

- 2001 Written team assignment (2), 2,0 hp
Grading scale: Fail, Pass
- 2002 Written team assignment (1), 1,5 hp
Grading scale: Fail, Pass
- 2003 Written individual assignment (1), 2,0 hp
Grading scale: Fail, Pass
- 2004 Written individual assignment (2), 2,0 hp
Grading scale: Fail, Pass