



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

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### **Details of approval**

The syllabus is an old version, approved by Vice Dean of Education at the School of Economics and Management on 2020-06-05 and was valid 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.

*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 continues effort to understand the business current an 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

## 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.

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**

General and courses corresponding to the following Swedish Upper Secondary School Programs: English 6, Mathematics 3b/3c and Social Studies 1b/1a1+1a2.

## **Further information**

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