

Ekonomihögskolan

**BUSN15, Business Administration: Management - Strategy
and Practice, 5,0 högskolepoäng**

*Business Administration: Management - Strategy and Practice, 5.0
credits*

Avancerad nivå / Second Cycle

Fastställande

Kursplanen är en historisk, äldre version, faställd av Institutionsstyrelsen vid Företagsekonomiska institutionen 2013-09-02 och gällde från och med 2013-09-02.

Allmänna uppgifter

The course is an elective course in Business Administration at masters level as well as an independent-subject course.

Undervisningsspråk: Engelska

Huvudområde

Företagsekonomi

Fördjupning

A1N, Avancerad nivå, har endast kurs/er på grundnivå som förkunskapskrav

Kursens mål

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

Knowledge and understanding

- Have acquired a deepened knowledge and understanding about management and leadership.
- Have acquired a deepened knowledge and understanding on how managerial processes can be contextually designed and used to support

strategy and performance.

- Can account for, explain and reflect upon central models within the field of management.
- Acquire a thorough understanding of a variety of theoretical approaches to management in organizations including knowledge of techniques that facilitate participation and development.

Skills and abilities

- Demonstrate an ability to design a management approach that supports strategy and performance.
- Have demonstrated 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 group member 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 upon practical and theoretical issues in management.
- Have become more aware 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 identify and balance the different demands on management that follows from a particular context.
- Can select and evaluate different theories in relation to specific practical problems.
- Develop a thorough grounding in various tools of organizational diagnosis and intervention in order to select and evaluate different theories in relation to specific practical problems.
- Have demonstrated ability to competently and intelligibly give recommendations on improvements of management praxis.

Kursens innehåll

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 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.

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

Kursens genomförande

Instruction is pursued primarily through lessons and case exercises, individually and groups. The structure of the course and the basis of grading require regular attendance and continuous work with various assignments. Grading is carried out continuously on the basis of case exercises, assignments and seminars.

Students who do not get a sufficient number of points to pass the course as a whole will get the possibility to do a complementary assignment in order to pass the course. The only available grades will then be pass or fail.

Kursens examination

Betyg

Betygskalan omfattar betygsgraderna Underkänt, 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.

Förkunskapskrav

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 90 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business Administration, (e.g., FEKA01 Business Administration: Introductory Course, or FEKC01 Introductory Course in

Business Administration, including Business Communication or the equivalent).