



APPLIES TO ACADEMIC YEAR
2001/2002

NVH 0131 Strategic Management

Program

Bachelor of Business Administration Program in Trade and Retail Management

Responsible for the course

Peder Inge Furseth

Department

Innovation and Economic Organisation

Term

Fall and spring

ECTS Credits

4 credits in the fall and 4 credits in the spring.

Students are expected to contribute actively in class.

Objective

In this course the students will get to know every aspect of the strategy process, and the course will increase his or her ability to apply models of strategy in current challenges any companies have.

Prerequisites

40 credits related to business administration.

Compulsory literature

The curriculum is comprised of books, four compendiums, and the content of the lectures.

Hax, Arnold C. og Nicolas S. Majluf. 1996. *The strategy concept and process: A pragmatic approach*. Englewood Cliffs: Prentice-Hall.

Recommended literature

Course outline

The International Arena
Strategic Management
Strategic Considerations and Choices
Strategic Planning
Management and Culture

Computer-based tools

Course structure

There are 140 hours of teaching, involving both the fall and spring semesters. Most of the compulsory literature is covered in class. Student participation during the course counts as part of the exam grade (30%).

Evaluation

There are two written exams: One of 4 hours duration (30%) and one of 6 hours duration (40%); both are given in the spring semester. Each student is also evaluated continuously through all classes (30%).

Evaluation code(s)

NVH 01311 - Individual written examination 4 hours, accounts for 30 % of the final grade in the course NVH 0131, 8 credits.

NVH 01312 - Individual written examination 6 hours, accounts for 40 % of the final grade in the course NVH 0131, 8 credits.

NVH 01313 - Process through all classes, accounts for 30 % of the final grade in the course NVH 0131, 8 credits.

Aids at the examination

None

Makeup exam

A re-sit is held at the end of the next course