



APPLIES TO ACADEMIC YEAR 2003/2004

GRA 2411 Basic Strategic Management

Program

N/A

Responsible for the course

Espen Andersen

Department

Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Objective

This is a basic course in strategic management in general, with an emphasis on strategic analysis and strategic process management. The objective is to give the student a basic understanding of the field of business strategy, and a practical foundation for conducting strategic analysis and managing the strategy formulation process.

Prerequisites

Bachelor of Science in Marketing/Business or equivalent.

Compulsory literature

- Johnson, Gerry and Kevan Scholes. 2002. *Exploring corporate strategy*. 6th ed. Harlow : Financial Times/Prentice Hall.
- Selected articles.

Recommended literature

- Mintzberg, Henry and James Brian Quinn. 1996. *The strategy process: concepts, contexts, cases*. 3rd ed. London: Prentice-Hall.
- Barney, Jay B. 2002. *Gaining and sustaining competitive advantage*. 2nd ed. Upper Saddle River, N.J.: Prentice-Hall.
- Porter, Michael E. 1980. *Competitive strategy: techniques for analyzing industries and competitors*. New York: Free Press.

Course outline

Topic overview

Overview of the strategy field
Strategic frameworks and theory
Strategic analysis (external and internal)
Value configurations
Strategic process
Organizational visions and objectives
Strategic leadership
Strategic change
Strategy implementation

Syllabus:

A syllabus will be made available at <http://www.espen.com/courses/basicstrat>.

Computer-based tools

Not specifically, though use of the Internet and use of personal productivity and communications tools are seen as an integral part of the course.

Course structure

36 contact hours of lectures, discussion and guest lecturers.

Evaluation

Your course grade will be based on the following activities and weights:

5 hour written exam at the end of the course (50% of grade).

Individual assignments during course (25% of grade).

In-class and electronic participation (25% of grade).

Evaluation code(s)

GRA 24111 Individual assignments, In-class and electronic participation and Written exam, accounts for 100 % of the final grade in GRA 2411, 6 ECTS credits.

Aids at the examination

All written aids permitted

Makeup exam

At next ordinary exam.