



APPLIES TO ACADEMIC YEAR 2003/2004

STR 2201 Strategic Analysis

Program

Master of Business and Economics Program

Responsible for the course

Sverre Tomassen

Department

Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Objective

The course aims to give the students an understanding of strategy at the corporate and business unit level. Strategic analysis and decision making will be emphasized. Likewise, models and procedures for strategic analysis will be presented.

Prerequisites

First and second year of the "siviløkonom studie" or equivalent

Compulsory literature

Johnson, Gerry and Kevan Scholes. 2002. *Exploring corporate strategy*. 6th ed. Harlow: Financial Times/Prentice Hall. Kap. 1, 3-8.
Articles

Recommended literature

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

What is strategy?
Extern analysis
Intern analysis
Strategic choice
Corporate strategy

Computer-based tools

Course structure

36 hours of lectures, including guest lectures and group assignments

Evaluation

72 hours home exam in Strategic Analysis counts for 30% of the total grade for the courses "STR 2201 Strategisk analyse" and "STR 2202 Strategisk ledelse" (see STR 2202).
The home exam can be solved in groups of up to 3 participants.

Evaluation code(s)

STR 22004 - Process evaluation with STR 2202

Aids at the examination

All

Makeup exam

At the next ordinary examination for the course