



APPLIES TO ACADEMIC YEAR 2003/2004

## **STR 2202 Strategic Management**

### **Program**

Master of Business and Economics Program

### **Responsible for the course**

Henrich R Greve

### **Department**

Strategy and Logistics

### **Term**

According to study plan

### **ECTS Credits**

6

### **Objective**

This is a course in strategic development processes. The complexity of organizations means that strategy development and implementation is as important as strategic decision making. This course uses leadership, organization, and internal and external change processes as important components of the strategy process.

### **Prerequisites**

STR2201 Strategic Analysis or the equivalent

### **Compulsory literature**

Johnson, Gerry and Kevan Scholes. 2002. *Exploring corporate strategy*. 6th ed. New York: Pearson Education. Kap. 1-2 og 9-11.

Saloner, Garth, Andrea Shepard and Joel Podolny. 2001. *Strategic Management*. New York: John Wiley.

Case and article collection

### **Recommended literature**

### **Course outline**

What is a strategy process?

Strategy and organization

Strategic leadership

Dynamic strategies

### **Computer-based tools**

### **Course structure**

36 hours of lectures, including guest lectures, and a case assignment in groups

### **Evaluation**

A case assignment gives 20% of the total grade for the courses Strategisk analyse and Strategisk ledelse, can be solved in groups of up to 3 participants.

3 hours written examination at the end of the spring semester gives 50% of the total grade for the courses Strategisk analyse and Strategisk ledelse. The written exam will be based on the readings for both courses.

### **Evaluation code(s)**

STR 22004 Process evaluation with STR 2201

### **Aids at the examination**

None

**Makeup exam**

At the next ordinary examination for the course.