



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 6824 The Foundations of Strategy Analysis

Program

Master of Business and Economics Program, Master of Science in Business, Master of Science in Business (Strategy), Master of Science in Management, Specialization Course

Responsible for the course

Randi Lunnan

Department

Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Objective

The course focuses on a broad representation of differing, and often conflicting, perspectives and theories related to strategy content and strategy context and extends the previous knowledge the students have on strategy and strategy analysis from their undergraduate program. The main objective is to develop critical reflections on strategy and strategy analysis among the students participating in the course. The course builds on the knowledge in strategy analysis achieved in the foundation course of strategy analysis in the 3rd year of the siviløkonom program, but extends the perspectives presented in the introductory course and also introduces new perspectives on strategy content and context.

Prerequisites

A basis course in Strategy

Compulsory literature

Compendium consisting of selected articles.

Recommended literature

None

Course outline

Strategy and theories of the firm
Strategic Groups
Competitive advantage
Industry evolution and Learning
Strategic games
Resource Dependent and Network Based Strategies
Scale and scope Economics
Resource Based Strategies
Transaction Based Strategies
Cognitive Based Strategies

Computer-based tools

Blackboard/homepage

Course structure

The course is structured as a combination of lectures, discussions, in-class activities, case analysis, and student presentations. It requires a substantial amount of preparation by the students and active involvement during class. 36 hours

Evaluation

Your course grade will be based on the following activities and weights:
The two group based cases count 20% each, and the final individual written exam (4 hours)

counts 60%

Specific Information regarding any aspect of student evaluation will be provided in class. It is the student's responsibility to obtain this information. Please note that whilst attendance is not compulsory, it is the student's responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book. Homepages and/or Blackboard are not designed for the purpose of students who choose not to attend class.

Evaluation code(s)

GRA68243 cases and exam accounts for 100 % of the final grade in the course GRA 6824.

Aids at the examination

Bilingual dictionary

Makeup exam

Next time the course is offered.