



APPLIES TO ACADEMIC YEAR 2004/2005

STR 2200 Strategy

Program

Bachelor of Science in Business (3. year)

Responsible for the course

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Department

Strategy and Logistics

Term

According to study plan

ECTS Credits

12

This course is lectured over two semesters and is consisting following two parts:

STR 2201 Strategic Analysis - autumn

STR 2202 Strategic Management - spring

Objective

STR 2201 Strategic Analysis

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.

STR 2202 Strategic Management

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

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

Compulsory literature

STR 2201 Strategic Analysis

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

Collection of articles.

STR 2202 Strategic Management

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. Kap. 4, 5, 7, 9, 11, 12 og 15.

Collection of 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

STR 2201 Strategic Analysis

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

STR 2202 Strategic Management

- What is a strategy process?
- Strategy and organization

- Strategic leadership
- Dynamic strategies

Computer-based tools

Course structure

The course is based on 36 hours of lectures in autumn and spring term.

Evaluation

The total grade in the course STR 2200 Strategy is based on following activities and weighting.

Part 1 - 72-hours take-home exam in Strategic Analysis. Take-home exam can be solved in groups of 1-3 students. Counts for 30%.

Part 2- Case-assignment in Strategic Management. Case-assignment can be solved in groups of 1-3 students. Counts for 20%.

Part 3 - Three hour individual written exam. Exam will be based on literature from both terms. Counts for 50%.

All parts must be passed with the grade E or better to get the total grade.

Evaluation code(s)

STR 22005 - 72 hours take-home exam counts for 30% of the total grade in STR 2200 Strategy, 12 credits.

STR 22006 - Case-assignment counts for 20% of the total grade in STR 2200 Strategy, 12 credits.

STR 22007 - Written exam counts for 50% of the total grade in STR 2200 Strategy, 12 credits.

Aids at the examination

STR 22005 - All written aids allowed.

STR 22006 - All written aids allowed.

STR 22007 - No aids allowed.

Makeup exam

At the next ordinary examination for the course.