



APPLIES TO ACADEMIC YEAR 2005/2006

GRA 2411 Basic Strategic Management

Program

Master of Science (common course)

Responsible for the course

Amir Sasson

Department

Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Objective

This is a foundation course in strategic management, with an emphasis on strategic analysis, business level strategy, and strategic change 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 work towards implementing chosen strategies.

Prerequisites

Bachelor of Science in Marketing/Business or equivalent

Compulsory literature

Books:

Johnson, Gerry and Kevan Scholes.. 2005. Exploring corporate strategy. 7th ed. Harlow : Financial Times/Prentice Hall

Recommended literature

Books:

Barney, Jay B.. 2002. Gaining and sustaining competitive advantage. 2nd ed. Upper Saddle River, N.J.: Prentice-Hall

Mintzberg, Henry and James Brian Quinn.. 2003. The strategy process: concepts, contexts, cases. 4th ed. London: Prentice-Hall

Porter, Michael E.. 1998. Competitive strategy: Techniques for analyzing industries and competitors: with a new introduction.. 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:

Please see Blackboard

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 a written exam, account for 100 % of the final grade in GRA 2411, 6 ECTS credits.

Aids at the examination

All written aids permitted, including personal portable computer (as information storage, not communication.)

Makeup exam

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.