



GJELDER FOR STUDIEÅRET 2006/2007

## GRA 2411 Basic Strategic Management

### Studium

Common Course , Master of Science in International Marketing and Management , Master of Science in Management, Master of Science in Marketing (Management), Master of Science in Marketing (Marketing)

### Kursansvarlig

Amir Sasson

### Institutt

Strategi og logistikk

### Semester

Se studieplan for aktuelt studium

### Studiepoeng

6

### Mål

### Forkunnskaper

### Obligatorisk litteratur

#### Bøker:

Johnson, Gerry, Kevan Scholes and Richard Whittington. 2004. Exploring corporate strategy [-text and cases]. 7th ed. Harlow : Financial Times/Prentice Hall

### Anbefalt litteratur

#### Bøker:

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. Upper Saddle River, N.J. : Prentice Hall

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

### Emneoversikt

### Dataverktøy

### Gjennomføring

### Eksamen

### Eksamenskode(r)

### Hjelpemidler til eksamen

### Kontinuasjon

