



APPLIES TO ACADEMIC YEAR 2008/2009

BMP 2806 Strategy and leadership in the knowledge economy

Program

Bachelor of Management

Responsible for the course

Department

Department of Leadership and Organizational Behaviour

Term

According to study plan

ECTS Credits

30

Language of instruction

Norwegian

The objective of the course is to learn to focus on the main trends driving the business community in the global knowledge economy, in such a way to understand and adapt to the demands of the market and to bring the organization in front of the trends.

The learning will mainly be focused upon problem experienced based learning. The students develop reflections through their own challenges in the workplace, which will be reflected upon. The reflection will be analysed using theories and models. There will be four lectures of three days, and interactions on Apollon between the lectures.

The course applies to students in general, but is primary focused on middle and top management in private and public organizations.

Learning outcome

Our ambition is to build up participants' competency to be able to carry out and guide the completion of future strategies in own organisations. Participants should specifically have gained competency in the following:

- analysing organisations' mental models of the future and map their central worries and upcoming decisions
- increased knowledge of motives and trends that may be relevant to the organisation
- developing types of communication and system models that contribute to long-term and organisational learning, as well as
- transferring consequences from various methods to strategies. leadership and organisational design

Prerequisites

There are no specific pre-requisites to participate in the Bachelor Programme, but participants should have basic insight into organisation and leadership.

Compulsory literature

Books:

Cairncross, F.. 2002. The company of the future. Harvard Business School Press, Boston. utdrag 100 sider

Chesbrough, H.. 2006. Open business models. Harvard Business School Press, Boston.

Christensen, C.M.; Anthony, S. D. & Roth, E.A.. 2004. Seeing What's Next: Using the Theories of Innovation to Predict Industry Change. Harvard Business School Press, Boston. 200 sider

Goleman, D.; Boyatzis, R. & McKee, A. 2002. Primal leadership. Harvard Business School Press. 190 sider, utdrag

Gratton, L.. 2007. Hot spots. Prentice Hall, New York. 200 sider

Hamel, G. 2007. The management of the future. Harvard Business School Press, Boston. 250 sider

Kim, W.C. & Mauborgne, R.. 2005. Blue ocean strategy. Harvard Business School Press,

Boston MA. 290

Malone, T.W.. 2004. The future of work. Harvard Business School Press.. utdrag 190 sider

Morgan, J.M. & Liker, J.K.. 2006. The Toyota product development system. Productivity Press, New York. utdrag 250 sider

Sennett, R.. 2006. The culture of the new capitalism. Yale University Press, London. 140 sider

Recommended literature

Books:

Aldrich, H.. 1999. Organizations Evolving. Sage

Baumard, Philippe. 1999. Tacit knowledge in organizations. London: Sage.

Beer, Stafford. 1961. Diagnosing the System for Organizations. Managerial Cybernetics of Organization.

Capra, Fritjof. 1997. The Web of Life. New York; Doubleday, Anchor Books

Choo, Chun W.. 1998. The knowing organization: How organizations use information to construct meaning, create knowledge and make decisions.. New York: Oxford University Press.

Churchman, W.. 1961. The Systems Approach.. reprint 1998

Davidow, W.H og Malone, M.S. 1993.. The Virtual Corporation. Structuring and Revitalizing the Corporation for the 21st Century. Harper Business

Diamond, Jared. 1998. Guns, germs and steel: A short history of everybody for the last 13.000 years. London: Vintage

Drucker, P.F.. 1999. Management challenges for the 21 st century. Butterworth Heineman., London

Feyerabend, Paul

. 1987. Farewell to reason.. London: Verso.. kap 31-36

Friedman, Ken og Johan Olaisen, red. . . . 1999. Underveis til fremtiden: Kunnskapsledelse i teori og praksis. Bergen: Fagbokforlaget.

Jensen, Rolf. 1999. The dream society: How the coming shift from information to imagination will transform your business.. New York: BmGraw-Hill.

Kauffman, Draper L.. 1980. Systems one: An introduction to systems thinking. Minneapolis, Minn.: Carlton Publ.

Kelly, Kevin. 1998. New Rules for the Economy. Penguin

Kleiner, Art. 1996. The Age of Heretics. New York: Currency Doubleday.

Lindgren, Mats. 1996. Scenarioplanering. 120 s

Polanyi, M.. 1983. The Tacit Dimension. Gloucester

Schwartz, Peter. 1996. The art of the long view. New York: Currency Doubleday.

Shapiro, Carl og Hal R. Varian.. 1999. Information rules: A strategic guide to the network economy. Harvard Business School Press.

Stacey, R.D.. 2000. Strategic Management & Organizational Dynamics: The challenge of complexity. 3 edition. Prentice Hall, New York

Sveiby, Karl E. 1997. The new organizational wealth: Managing and measuring knowledge-based assets. San Francisco: Berrett-Koehler.

Van der Heijden, Kees. 1996. Scenarios: The art of strategic conversation. Chichester: Wiley.. Kap. 7,8,9,10,11-14

Zuboff, S.. 1984, reprinted 1999.. In The Age of The Smart Machine. The Future of Work and Power. Basic Books

Journals:

Fahey, Liam and Robert M. Randall, red.. 1998. Learning from the Future

Wack, Pierre. 1985. Scenarios: Shooting the rapids. Harvard Business Review. 63(6). 139-150

Wack, Pierre. 1985. Scenarios: Uncharted waters ahead. Harvard Business Review. 63(5). 72-89.

World Business Council for Sustainable Development.. Sveits. Global Scenarios to 2050

Course outline

1st course module – Historic introduction to business of the future, as well as organisation and strategies

2nd course module – Conceptions of businesses of the future in light of system theory

3rd course module – Coordination and technology

4th course module – Organisation of businesses of the future

Computer-based tools

None

Course structure

The programme is conducted through five course modules, a total of 150 lecturing hours continuing during two semesters. Participants of this course are assigned lectures for each

semester; the first semester is named BMP 2807 and the second BMP 2808.

Evaluation

The students are evaluated through a term paper, counting for 60% av the main grade and an individual written exam, counting for 40 % of the main grade. Both evaluations must be passed to obtain a certificate for the program. The term paper may be written individually or in groups of maximum three persons. Maximum 30 pages.

Evaluation code(s)

BMP 28061 - written exam; accounts for 40% to pass the course BMP 2806, 30 credits.

BMP 28062 - term paper; accounts for 60% to pass the course BMP 2806, 30 credits.

Both evaluations must be passed to obtain a certificate for the program.

Aids at the examination

All aids are allowed

Makeup exam

At the next ordinary exam.