GRA 6824 The Foundations of Strategy Analysis

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

Responsible for the course
Randi Lunnan

Department

Term
According to study plan

ECTS Credits
6

Language of instruction
English

This is a theoretical course giving insight into the theoretical approaches mostly applied in strategy

Learning outcome
The course focuses on a broad representation of differing, and often conflicting, perspectives and theories related to strategy content and strategy context and extend 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 Bachelor in Business and Economics programme, 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

Other:
Compendium consisting of selected articles from journals such as Administrative Science Quarterly, Academy of Management Journal and Strategic Management Journal.

Recommended literature

Course outline
- Strategy and theories of the firm
- Strategic Groups
- Competitive advantage
- Industry evolution and Learning
- Strategic games
- Resource Dependent and Network Based Strategies
- Network 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.

Specific Information regarding any aspect of student evaluation will be provided in class. 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.

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%. All parts of the evaluation need to be passed in order to get a grade in the course.

Evaluation code(s)
GRA68243 accounts for 100 % of the final grade in the course GRA 6824.

Aids at the examination
A bilingual dictionary. Exam aids at written examiniations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.
http://www.bi.edu/studenthandbook/examaids

Makeup exam
Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

Honor Code
Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.