



APPLIES TO ACADEMIC YEAR 2009/2010

EXC 2408 Strategy I - Strategy Analysis

Programme

Bachelor in Business Administration (2. year)

Responsible for the course

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

Objective

This course is an introductory course, and provides the students with the basic tools of strategic analysis. This course provides the theoretical foundation for the applied strategy course (Strategy II) where these themes are repeated in a "live case" analysis of a real firm.

Prerequisites

None, but previous coursework in other subjects is highly relevant (in particular microeconomics).

Compulsory reading

Books:

Johnson, Gerry, Kevan Scholes and Richard Whittington. 2008. Exploring corporate strategy. 8th ed. Harlow : FT Prentice Hall

Recommended reading

Course outline

Themes covered include:

1. Introduction to strategy. What is strategy?
2. Vision and mission. Why does the firm exist, what are its main goals, who is it designed to serve?
3. Introduction to strategic decisionmaking. Strategic goals. Generic strategies. Scenario analysis.
4. Value creation – Value Systems, Value chains, Value Networks, Value Shops.
5. Internal analysis. Firm resources, core competence, sources of competitive advantage.
6. External analysis. Stakeholder analysis, Porter's 5-force model, Porter's diamond model (cluster analysis).
7. Strategic alternatives. Evaluation and choice.
8. Implementing strategy. Strategic processes. The role of Leadership and Organization.
9. Evaluating outcomes. Balanced scorecard assessment.

Computer-based tools

Computer-based tools are not used in this course.

Course structure

The course is based on 36 teaching hours.

Examination

A five hour individual written exam concludes the course.

Exam code(s)

EXC 24081 Written exam accounts for 100% of the final grade in the course EXC 2408

Strategy I - Strategy Analysis, 6 credits.

Examination support materials

One bilingual dictionary may be used at the written examination.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

A re-sit is held in connection with the next scheduled exam in the course.

Additional information

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be taught for the last time spring 2010. Re-sit exam will be offered every term even spring 2012.