



GJELDER FOR STUDIEÅRET 2009/2010

GRA 6827 Strategy Research in Practice

Studium

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

Kursansvarlig

Institutt

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

The course description is available in English only, please see the English course description

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Artikkelsamling:

Selected cases and articles that can be found online or in the course compendium

Annet:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

A list of compulsory readings will be provided on Blackboard or in class.

Anbefalt litteratur

Bøker:

Kim, W. Chan & Renée Mauborgne. 2005. Blue ocean strategy : how to create uncontested market space and make the competition irrelevant. Boston, Mass. : Harvard Business School Press

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon