



APPLIES TO ACADEMIC YEAR 2009/2010

## STR 2200 Strategy

### Programme

Bachelor of Science in Business (3. year), Bachelor of Science in Marketing (3. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

12

### Language of instruction

Norwegian

### Introduction

This course is lectured over two semesters and is consisting following two parts:

STR 2201 Strategic Analysis - autumn

STR 2202 Strategic Management - spring

### Objective

STR 2201 Strategic Analysis

The course aims to give the students an understanding of strategy at the corporate and business unit level. Strategic analysis and decision making will be emphasized. Likewise, models and procedures for strategic analysis will be presented.

STR 2202 Strategic Management

This is a course in strategic development processes. The complexity of organizations means that strategy development and implementation is as important as strategic decision making. This course uses leadership, organization, and internal and external change processes as important components of the strategy process.

### Prerequisites

First and second year of the "siviløkonom studie" or equivalent.

### Compulsory reading

#### Books:

Johnson, Gerry, Kevan Scholes and Richard Whittington. 2008. Exploring corporate strategy : text and cases. 8th ed. Harlow : FT Prentice Hall. (Kap. 1-10 for STR 2201 Grunnkurs i strategisk analyse)(Kap. 1-2 og 11-15 for STR 2202 Grunnkurs i strategisk ledelse)

#### Collection of articles:

Artikkelsamling for STR 2201 Grunnkurs i strategisk analyse

### Recommended reading

#### Books:

Barney, Jay B. 2007. Gaining and sustaining competitive advantage. 3rd ed. Upper Saddle River, N.J.: Pearson Prentice Hall

Porter, Michael E. 1998. Competitive strategy: techniques for analyzing industries and competitors. New York: Free Press

### Course outline

STR 2201 Strategic Analysis

- What is strategy?
- External analysis
- Internal analysis
- Strategic choice
- Corporate strategy
- Competitive strategies

STR 2202 Strategic Management

- What is a strategy process?
- Strategy and organization
- Strategic leadership
- Dynamic strategies

### **Computer-based tools**

### **Course structure**

The course is based on 36 hours of lectures in autumn and spring term.

### **Examination**

The total grade in the course STR 2200 Strategy is based on following activities and weighting.

Part 1 - 72-hours take-home exam in Strategic Analysis. Take-home exam can be solved in groups of 1-3 students. Counts for 30%.

Part 2- Case-assignment in Strategic Management. Case-assignment can be solved in groups of 1-3 students. Counts for 20%.

Part 3 - Three hour individual written exam. Exam will be based on literature from both terms. Counts for 50%.

All parts must be passed with the grade E or better to get the total grade.

### **Exam code(s)**

STR 22005 - 72 hours take-home exam counts for 30% of the total grade in STR 2200 Strategy, 12 credits.

STR 22006 - Case-assignment counts for 20% of the total grade in STR 2200 Strategy, 12 credits.

STR 22007 - Written exam counts for 50% of the total grade in STR 2200 Strategy, 12 credits.

### **Examination support materials**

STR 22005 - All written aids allowed.

STR 22006 - All written aids allowed.

STR 22007 - No aids allowed.

### **Re-sit examination**

Please note

From the academic year 2010/2011 the evaluation will be changed to two individual written exams each three hours, STR 22008 and STR 22009. Students missing one of the previous parts of exam must take the two new ones instead.

### **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 in the academic year 2010/2011. Re-sit exam in STR 22008 and STR 22009 will be offered every term even spring 2013.