



APPLIES TO ACADEMIC YEAR 2011/2012

EXC 3600 Strategy

Programme

Bachelor in Business Administration (BBA) (3. year)

Responsible for the course

Erik Wilberg

Department

Department of Strategy and Logistics

Term

According to study plan

ECTS Credits

7,5

Language of instruction

English

Introduction

The course focuses on an overview of the field of strategy, and strategic choices on the top level of the organization. The course will give insights into strategic frameworks and tools, and will be related to strategic options in practice through an understanding of strategic processes.

Learning outcome

Acquired knowledge

During the course students should:

- Develop a good understanding of strategic leadership, including management and development of the resources of the organization.
- Learn about problems and methods connected with development in different kinds of organizations, small as well as large ones, and in different industries.
- Acquire an understanding of how strategy integrates different knowledge areas, such as business economics, logistics, organization theory and marketing.
- Be able to focus on decision making and the use of practical tools in situations with conflicting objectives.

Acquired skills

After completion of the course students will:

- Be able to structure the values of an organization, and develop vision and mission statements.
- Structure a strategic decision problem by formulating objectives and decision alternatives, and perform a strategic analysis to provide a basis for choice.
- Understand the interdependence of strategy with other managerial disciplines.

Reflection

The students will develop an awareness of the importance of corporate responsibility and how ethics, stakeholder values and value creation connect.

Prerequisites

None

Compulsory reading

Books:

Johnson, Gerry, Richard Whittington, Kevan Scholes. 2011. Exploring strategy. 9th ed. FT Prentice Hall/Pearson

Recommended reading

Course outline

- The concept of strategy
- Vision and mission
- Value structuring and goal formulation
- Strategic choice
- Value creation, value chains, value shops, value network

- Internal analysis, industrial analysis, Porter's five forces, value configuration, PESTEL
- Evaluation of alternatives
- Implementation of strategy

Computer-based tools

None

Learning process and workload

The learning process involves plenary lectures, discussions, group presentation of a self selected strategic decision problem and the writing of a project paper.

Coursework requirement

During the semester the students are required to present their self selected strategic decision problem and take an individual multiple choice test on its learning. The students will be allowed to take the test repeatedly before the deadline of the test.

Recommended workload in hours

Activity	Hours
Attending lectures	29
Group presentation	4
Multiple choice exam	2
Information retrieval	30
Reading literature	30
Group work	40
Analysis of decision problem	4
Writing the term paper	60
Total recommended use of time	200

Use of hours

29 hours - Lectures

16 hours - Leading presentations. (Class is divided in 4 units each given 4 hours. There will be approximately 20 students in each unit).

45 hours total

Coursework requirements

The students (in groups of maximum three) must present their self-selected strategic decision problem and get approval of their planned solution process. They must also pass an individual multiple-choice test on its learning.

Examination

AA Project paper concludes the course.

The project is handed out when the semester starts and can be solved individually or in groups of up to three students. Submission at the end of the semester.

Examination code(s)

EXC 36001 - Project paper. Counts 100% towards the final grade in EXC 3600 Strategy, 7,5 credits.

Examination support materials

All support materials allowed.

Support materials 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

Re-sit each semester

Additional information