



APPLIES TO ACADEMIC YEAR 2011/2012

## STR 1301 Strategy I

### Programme

Bachelor of Science in Business (3. year)

### Responsible for the course

### Department

Department of Strategy and Logistics

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

This course is lectured over one semester and is a basic course in business strategy.

### Learning outcome

The course aims at giving the students an understanding of strategy at the corporate and business unit level. Strategic analysis and strategic choices at different levels in the organization will be emphasized and the students should have an in-depth knowledge about central models and theories within strategy analysis and choices.

The students shall be able to do a strategy analysis based on a business perspective. Enabling the students to reflect critically about models and theory is a goal.

### Prerequisites

First and second year of the Bachelor's Programme in Business and Economics ("siviløkonomstudiet") or equivalent

### Compulsory reading

#### Books:

Johnson, Gerry, Richard Whittington, Kevan Scholes. 2011. Exploring strategy : text & cases. 9th ed. FT Prentice Hall. Kap 1 - 11  
Kompedium til kurset STR 1301 Strategi

#### Other:

I tillegg til boken og kompendiet vil bli benyttet artikler. Detaljer oppgis på It's Learning

### Recommended reading

#### Course outline

- What is strategy?
- External analysis
- Internal analysis
- Strategic choice
- Corporate strategy
- Business unit strategy/competitive strategy
- Strategic directions and methods
- International strategies

### Computer-based tools

No specified computer-based tools are required.

### Learning process and workload

The course consist 45 lecture hours including cases and exercises.

Recommended use of hours:

<b>Activity</b>	<b>use of hours</b>
Lectures including cases and exercises.	45
Preparations, literature and assignments	108
"Test case"	20
Final assignment (Take home exam)	36
<b>Anbefalt tidsbruk totalt</b>	<b>200</b>

**Use of hours**

45 hours of teaching and evaluation of trial case

**Examination**

A 72 hours take home examination

**Examination code(s)**

STR 13011 - 72-hours take home examination, counts 100% towards the final grade in STR 1301 Strategy I, 7,5 studiepoeng.

**Examination support materials**

All

**Re-sit examination**

A re-sit is possible in the next autumn semester.

**Additional information**