



APPLIES TO ACADEMIC YEAR 2011/2012

STR 1320 Strategy II

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 builds upon Strategy I and is about strategic development and implementation. The course explores leadership, change processes, and organization as important components of the strategy process.

Learning outcome

Acquired knowledge

During the course students shall:

- Develop an appreciation and understanding of strategy development and implementation
- Develop an understanding of a variety of levels of analysis in considering strategic problem-solving and the ability to analyze problems using case material and examples from different organizations

Acquired skills

After the course students shall:

- Have an understanding of “process” and “action” perspectives in strategy
- Be able to evaluate different processes for strategy development and implementation and be able to consider strategic problems at various levels

Reflection

Students should be able to appreciate and critically reflect upon and understand strategic problems and processes, including political, power, cultural and historical dimensions of strategy

Prerequisites

The first and second year of the Bachelor's Programme in Business and Economics and Strategy I from the third year, or equivalent.

Compulsory reading

Books:

Johnson, Gerry, Richard Whittington, Kevan Scholes. 2011. Exploring strategy : text & cases. 9th ed. FT Prentice Hall. Ch. 1 + 9 - 15

Articles:

A set of articles and various cases. More information will be provided on It's Learning

Recommended reading

Course outline

- Strategy development processes
- Strategy in action
- Strategic leadership, culture, power and change
- Strategy and organization

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course is based on 36 hours of lectures and 3 hours reviewing assignments in class.

Recommended use of hours:

Activity	Hours
Participation in lectures incl. caseassignments	39
Work on the syllabus and preparations for lectures	108
Work on exercises	20
Preparation for the examination	30
Examination	3
Total recommended use of time	200

Use of hours

39 hours lecture

6 hours feed-back on assignments

45 hours total

Examination

A three hour individual written examination concludes the course.

Examination code(s)

STR 13201 - Written examination counts 100% towards the total grade in STR 1320 Strategy II, 7,5 credits.

Examination support materials

No support materials allowed.

Re-sit examination

A re-sit examination is offered in connection with the next scheduled course.

Examination support materials are specified under examination information in our web-based Student Handbook. Please note the use of calculator and dictionary.

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

Additional information