



APPLIES TO ACADEMIC YEAR 2012/2013

BIN 3014 Leadership development in Brødrene Dahl level 2

Programme

Bachelor of Management

Responsible for the course

Ragnhild Kvålshaugen, Lena Bygballe

Department

Department of Strategy and Logistics

Term

According to study plan

ECTS Credits

15

Language of instruction

Norwegian

Introduction

The course is part of an on-going competence development program for Brødrene Dahl's middle management.

Learning outcome

The program shall contribute to develop and strengthen the participants' competence in strategy and business development processes, business-to-business marketing and leadership.

Prerequisites

Compulsory reading

Books:

Arnulf, Jan Ketil. 2012. Hva er ledelse. Universitetsforlaget
Hennestad, Bjørn W. og Øivind Revang i samarbeid med Fred H. Strønen. 2012. Endringsledelse og ledelsesendring. 2. utg. Universitetsforlaget
Løwendahl, Bente R. og Fred E. Wenstøp. 2010. Grunnbok i strategi. 3. utg. Cappelen akademiske. Kapittel 1- 3, 6-8, 9 og 10
Nes, Erik B. og Harald Biong. 2009. Markedsføring på bedriftsmarkedet. 3. utg. Universitetsforlaget

Collection of articles:

Vil foreligge ved kurssets oppstart

Recommended reading

Course outline

1. Me as a business manager
 - strategy and business development
 - business to business marketing, sales and customer relationship management
2. Me as a leader
 - the leader as a change agent
 - the relationship between leader-employee

Computer-based tools

itslearning

Learning process and workload

10 days lectures - five 2-days modules. Assignments between the modules.

Participation in the lectures: 80 hours

Preparation: 140 hours

Writing papers/assignments: 155 hours
A total of 375 working hours

Coursework requirements

None

Examination

Two individual assignments (20% each of the final grade) and one final paper (60% of the final grade). All assignments must be handed in and be passed to pass the course.

Examination code(s)

BIN 30141 Term paper accounts for 20% of final grade in the course BIN 3014, 15 credits.

BIN 30142 Term paper accounts for 20% of final grade in the course BIN 3014, 15 credits.

BIN 30143 Term paper accounts for 60% of final grade in the course BIN 3014, 15 credits.

Examination support materials

All

Re-sit examination

Re-sit at the next ordinary exam.

Additional information