



APPLIES TO ACADEMIC YEAR 2012/2013

BMP 2806 Strategy and future perspectives

Programme

Bachelor of Management

Responsible for the course

Erik Wilberg

Department

Department of Strategy and Logistics

Term

According to study plan

ECTS Credits

30

Language of instruction

Norwegian

Introduction

The objective of the course is to learn to focus on the main trends driving the business community in the global knowledge economy, in such a way to understand and adapt to the demands of the market and to bring the organization in front of the trends.

The learning will mainly be focused upon problem experienced based learning. The students develop reflections through their own challenges in the workplace, which will be reflected upon. The reflection will be analysed using theories and models. There will be four lectures of three days, and interactions on Apollon between the lectures.

The course applies to students in general, but is primary focused on middle and top management in private and public organizations.

Learning outcome

Our ambition is to build up participants' competency to be able to carry out and guide the completion of future strategies in own organisations. Participants should specifically have gained competency in the following:

- analysing organisations' mental models of the future and map their central worries and upcoming decisions
- increased knowledge of motives and trends that may be relevant to the organisation
- developing types of communication and system models that contribute to long-term and organisational learning, as well as
- transferring consequences from various methods to strategies. leadership and organisational design.

Prerequisites

There are no specific pre-requisites to participate in the Bachelor Programme, but participants should have basic insight into organisation and leadership.

Compulsory reading

Books:

Chesbrough, Henry. 2006. Open business models : how to thrive in the new innovation landscape. Harvard Business School Press

Christensen, Clayton M., Scott D. Anthony, Erik A. Roth. 2004. Seeing what's next : using the theories of innovation to predict industry change. Harvard Business School Press. 200 sider

Goleman, Daniel, Richard Boyatzis, Annie McKee. 2002. Primal leadership : realizing the power of emotional intelligence. Harvard Business School Press. 190 sider, utdrag

Gratton, Lynda. 2007. Hot spots : why some companies buzz with energy and innovation - and others don't. Prentice Hall/Financial Times. 200 sider

Hamel, Gary. 2007. The future of management. Harvard Business School Press. 250 sider

Johnson, Gerry, Kevan Scholes, Richard Whittington. 2012. Fundamentals of strategy. 2nd ed. Pearson. Utdrag på ca 100 sider

Kim, W. Chan, Renée Mauborgne. 2005. Blue ocean strategy : how to create uncontested market space and make the competition irrelevant. Harvard Business School Press. 290 sider
Malone, Thomas W. 2004. The future of work : how the new order of business will shape your organization, your management style, and your life. Harvard Business School Press. utdrag 190 sider
Morgan, James M. and Jeffrey K. Liker. 2006. The Toyota product development system : integrating people, process, and technology. Productivity Press. utdrag 250 sider

Recommended reading

Books:

Aldrich, Howard E. and Martin Ruef. 2006. Organizations evolving. 2nd ed. Sage Publications
Choo, Chun Wei. 2006. The knowing organization : how organizations use information to construct meaning, create knowledge and make decisions.. 2nd ed. Oxford University Press
Drucker, Peter F. 2007. Management challenges for the 21st century. Rev ed. Elsevier : Butterworth-Heinemann
Kleiner, Art. 2008. The age of heretics : heroes, outlaws, and the forerunners of corporate change. 2nd ed. Jossey-Bass
Stacey, Ralph D. 2011. Strategic management and organisational dynamics : the challenge of complexity to ways of thinking about organisations. 6th ed. Financial Times Prentice Hall
Van der Heijden, Kees. 2005. Scenarios : the art of strategic conversation. 2nd ed. Wiley. Kap. 7,8,9,10,11-14

Course outline

1st course module:

Introduction to business strategic thinking, overview and methodology. Analysis of strategic positions.

2nd course module :

Historical introduction to businesses for the future, markets, strategy and organization.

3rd course module :

System theory and business future

4th course module :

Coordination and technology

5th course module :

Organization and strategy for the future

6th course module :

Implementation and strategic control

Computer-based tools

itslearning

Learning process and workload

The programme is conducted through five course modules, a total of 150 lecturing hours continuing during two semesters. Participants of this course are assigned lectures for each semester; the first semester is named BMP 2807 and the second BMP 2808.

Examination

The students are evaluated through a term paper, counting for 60% av the main grade and an individual written exam, counting for 40 % of the main grade. Both evaluations must be passed to obtain a certificate for the program. The term paper may be written individually or in groups of maximum three persons. Maximum 30 pages.

Examination code(s)

BMP 28061 - written exam; accounts for 40% to pass the course BMP 2806, 30 credits.

BMP 28062 - term paper; accounts for 60% to pass the course BMP 2806, 30 credits.

Both evaluations must be passed to obtain a certificate for the program.

Examination support materials

All aids are allowed

Re-sit examination

Re-sit at the next ordinary exam.

Additional information