



APPLIES TO ACADEMIC YEAR 2012/2013

## 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.
- Make use of analysis tools to assess the strategic position of an 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, Kevan Scholes and Richard Whittington. 2012. Fundamentals of strategy. 2nd ed. FT Prentice Hall. 284/10

#### Recommended reading

#### Course outline

- The concept of strategy
- Vision and mission
- Value structuring and goal formulation
- Internal analysis, industrial analysis, Porter's five forces, value configuration, PESTEL

- Strategic choice
- Business and corporate strategies
- International strategy
- Innovation
- Evaluation of alternatives
- Implementation of strategy - strategy in action

### 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
<b>Total recommended use of time</b>	<b>200</b>

### Use of hours

29 hours - Lectures

16 hours - Group presentations - presentation of the strategic position of a company that is the subject for the term paper.

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 it's learning

### Examination

A 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 examination, for students who's got the coursework requirements approved, is offered in both autumn and spring semester. Students without approved coursework requirements must re-take the course when scheduled.

### Additional information

