



APPLIES TO ACADEMIC YEAR 2012/2013

STR 1301 Strategy I

Programme

Bachelor of Science in Business (3. year)

Responsible for the course

Erik Aadland

Department

Department of Strategy and Logistics

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

This is a one-semester introductory course in strategy.

Learning outcome

This course aims to give the student an understanding of strategy at various levels. The students should gain in-depth knowledge of and learn to apply key models, frameworks and theories related to strategy analysis and choice from a business perspective. It is also the goal of the course to enable the students to critically reflect on such models, frameworks and theories.

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

Other:

I tillegg til boken vil det bli benyttet 3 - 5 artikler, ca 50 + sider.. Detaljer oppgis på It's Learning

Recommended reading

Course outline

- What is strategy?
- Strategic analysis (external and internal)
- Strategy at various levels
- Strategic purpose, culture and governance
- Strategic choices and methods
- International strategies

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course consist 45 hours of lecture, cases and exercises.

Recommended use of hours:

Activity	use of hours
Lectures including cases and exercises.	45
Preparations, literature and assignments	108
"Test case"	20

Final assignment (Take home exam)	36
Anbefalt tidsbruk totalt	200

Use of hours

45 hours of teaching and case

Examination

A 72 hours take home group examination (1 to 3 students per group)

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 free and publicly available sources allowed

Re-sit examination

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

Additional information