



APPLIES TO ACADEMIC YEAR 2012/2013

STR 2400 Strategy - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Fred Wenstøp, Bente Løwendahl

Department

Department of Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

Objective

The course aims to give the students an understanding of strategic management, including managing and developing the resources within the organization. The course emphasizes the problems and methods linked to the development of different kinds of companies, both small and large, within different sectors. The course, therefore, has an integrative function covering topics like financial management, logistics, organizational science and marketing. In particular, the course will focus on decisions and decision-making processes. The objective is to give the students basic insight into practical procedures in situations where conflicts between different goals exist.

Prerequisites

Basic knowledge in the area of business economics.

Compulsory reading

Books:

Løwendahl, Bente R. og Fred Wenstøp. 2010. Grunnbok i strategi. 3. utg. Cappelen Akademisk

Recommended reading

Books:

Hammond, John S., Ralph L. Keeney, Howard Raiffa. 1999. Smart choices : a practical guide to making better decisions. Boston, Mass. : Harvard Business School Press
Johnson, Gerry, Kevan Scholes and Richard Whittington. 2009. Fundamentals of strategy. 2nd ed. Harlow : FT Prentice Hall
Løwendahl, Bente R. og Fred Wenstøp. 2008. Skriv gode oppgaver! : praktisk innføring i bruk av informasjon, effektiv skriving og samarbeid med bedrifter og andre organisasjoner. Oslo : Cappelen akademisk forlag
Wenstøp, Fred og Knut Lehre Seip. 2009. Verdier og valg : verdibasert beslutningsanalyse i praksis. Oslo : Universitetsforlaget

Other:

Utdelt materiale

Course outline

- The concept of strategy
- Vision, mission and goal
- Goal formulation
- Strategic choice
- Value creation, value chains, value shops, value networks
- Intern analysis
- Extern analysis

- Evaluation of alternatives
- From decision to implementation

Computer-based tools

The use of computer-based tools is recommended.

Recommended Software

Excel, Pro&Con for Excel 5.0. The software will be made available for BIs students.

An improved version of Pro&Con is part of the software STRATEGOS student, which integrates the textbook and the assignment with analysis, and is available at the address

<http://www.strategosoft.no>

Course structure

The course is based on 36 hours including lectures, discussions, group work and student presentations.

Working in groups, the students are expected to design a strategic framework and carry out a (computer-based) decision analysis for an organization of their choice. Guidelines and requirements for this project will be handed out at the beginning of the course. Each group will, early in the semester, present their project proposal to the class. The proposal will include a description of the organization, its vision, line of business, goal hierarchy and strategic alternatives. The object is to obtain constructive feedback from the other students and the lecturer.

Examination

Control examination, is judged passed/failed.

Term paper, counts 100% of the final grade.

On the term paper, students may work individually or in groups of up to three students.

Examination code(s)

STR 24004- one-hour control exam.

STR 24005 - Project paper. Counts 100% of the final grade in the course STR 2400 Strategy, 6 credits.

Examination support materials

Written examination - No support materials allowed.

All aids are allowed working with the term paper.

Re-sit examination

This course was taught for the last time fall 2010. Re-sit exam will be offered every term even spring 2013. .

Additional information