



APPLIES TO ACADEMIC YEAR 2012/2013

## STR 3600 Strategy

### Programme

Associate Degree Program in Business Administration (ARF), Bachelor in Arts and Management (3. year), Bachelor in Auditing (3. year), Bachelor in Business Administration (3. year), Bachelor in Business Law (3. year), Bachelor in Entrepreneurship (3. year), Bachelor in Finance (3. year), Bachelor in IT-management (3. year), Bachelor in Market Communication (3. year), Bachelor in Marketing (3. year), Bachelor in Media Management and Journalism (3. year), Bachelor in Public Relations (3. year), Bachelor in Real Estate (3. year), Bachelor in Retail Management (3. year), Bachelor in Tourism Management (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

Norwegian

### Introduction

The course focuses on strategic choice on the top level of the organization, where the students are supposed to formulate a decision problem and carry out a strategic analysis. The work requires a broad understanding of management and economics and will contribute to a natural finishing element of a bachelor program.

### Learning outcome

#### Acquired knowledge

The course will provide the students with a good understanding of strategic leadership, including management and development of the resources of the organization. They will learn about problems and methods connected with development in different kinds of organizations, small as well as large ones, and in different industries. They will get an understanding of how strategy integrates different knowledge areas, such as business economics, logistics, organization theory and marketing. The course focus on decision making and the use of practical tools in situations with conflicting objectives.

#### Acquired skills

The students will be able to structure the values of an organization, and develop vision and mission statements. They can structure a strategic decision problem by formulating objectives and decision alternatives, and perform a strategic analysis to provide a basis for choice.

#### Holdningsmål

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. (Kapittelet trykkes av Dokumentsenteret på BI). Ch. 7  
Løwendahl, Bente R. og Fred E. Wenstøp. 2010. Grunnbok i strategi. 3. utg. Cappelen akademisk. 376 sider

#### Other:

I tillegg til læreboken vil det bli benyttet 1 - 5 artikler, ca 50 sider. Publiseres på It's Learning

### Recommended reading

**Books:**

Hammond, John S., Ralph L. Keeney, Howard Raiffa. 1999. Smart choices : a practical guide to making better decisions. Harvard Business School Press

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. Cappelen akademisk

Wenstøp, Fred og Knut Lehre Seip. 2009. Verdier og valg : verdibasert beslutningsanalyse i praksis. Universitetsforlaget

**Course outline**

- The concept of strategy
- Vision and mission
- Value structuring and goal formulation
- Strategic choice
- Social responsibility and governance
- Value creation, value chains, value shops, value network
- Internal analysis, industrial analysis, Porter's five forces, value configuration, PESTEL
- International strategy
- Evaluation of alternatives, control
- Implementation of strategy

**Computer-based tools****Learning process and workload**

The lectures take place in plenary and consists of lectures, discussions, project work, student presentations and guidance in connection with the project. Students will work on the project individually or in groups of up to three. Students will be guided in part through feedback on the proposed project to be submitted on Its learning.

**Coursework requirements**

There are two assignments in this course, both of which must be approved before being allowed to take exams (deliver the project).

1. Submission of proposed project on Its learning in groups of maximum 3 students.
2. Completed an individual multiple choice test that resolved in Its learning. The test can be performed several times during the test period is open.

Recommended use of hours:

Activity	Hours
Attending lectures	33
Project proposal	4
Multiple choice exam	2
Information retrieval	30
Reading literature	27
Group work	40
Analysis of decision problem	4
Writing the term paper	60
<b>Total recommended use of time</b>	<b>200</b>

**BI Distant Learning**

Your teacher will use Its learning to publish academic material, assignments and digital learning resources, and students are given the opportunity to communicate with the teacher and fellow students. Before semesterstart and before exams intensive teaching sessions are offered. Distant learning students are also provided a study guide. The study guide is a supplement to the syllabus by helping with reading plans, relevant work, references and comments on the course syllabus.

Recommended use of hours:

Activity	Hours
Attending lectures	8
Submission of proposals for the project Itslearning	4
Work on study guide, submitting assignments, activities Itslearning	25
Multiple Choice Test	2
Information retrieval	30
Reading literature	27
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**

#### **Coursework requirements**

- 1) The student (in groups of max three) must propose their self selected strategic decision problem and obtain approval for it.
- 2) They must also complete and get approved an individual multiple choice test.

#### **Examination**

A Project paper concludes the course.

The project is handed out when semester starts and can be solved individually or in groups of up to three students. Hand in at the end of semester.

#### **Examination code(s)**

STR 36001 - Project paper. Counts 100% to obtain final grade in STR 3600 Strategy, 7,5 credits.

#### **Examination support materials**

All

#### **Re-sit examination**

Re-sit examination is offered each semester.

Students who not get the coursework requirements approved are not qualified for the examination. The entire course must therefore be retaken at next scheduled course.

#### **Additional information**