



GJELDER FOR STUDIEÅRET 2013/2014

GRA 2411 Strategic Management

Studium

Core Course, Master i ledelse og organisasjonspsykologi, Master i strategisk markedsføringsledelse

Kursansvarlig

Erik Aadland, Bente Løwendahl

Institutt

Institutt for strategi og logistikk

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

The course description is available in English only, please see the English course description

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Thompson, Arthur A. ... [et al.]. 2013. Crafting and executing strategy : the quest for competitive advantage : concepts and cases. 1st European ed.. McGraw Hill/Irwin

Annet:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Anbefalt litteratur

Bøker:

Barney, Jay B. 2011. Gaining and sustaining competitive advantage. 4th ed. Pearson

Grant, Robert M. 2013. Contemporary strategy analysis : text and cases. 8th ed. Wiley. NB: The cases are included in this edition of the book

Johnson, Gerry, Richard Whittington, Kevan Scholes. 2011. Exploring strategy. 9th ed. FT Prentice Hall/Pearson. Tidligere utg. med tittel: Exploring corporate strategy

Mintzberg, Henry ... [et al.]. 2003. The strategy process : concepts, contexts, cases. 4th ed. Prentice Hall

Porter, Michael E. 1998. Competitive strategy : techniques for analyzing industries and competitors : with a new introduction. Free Press

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon