



APPLIES TO ACADEMIC YEAR 2013/2014

## STR 3600 Strategy

### Programme

Bachelor of Arts Management (3. year), Bachelor of Accounting and Auditing (3. year), Bachelor of Business Administration (3. year), Bachelor of Business Law (3. year), Bachelor of Entrepreneurship and Business (3. year), Bachelor of Finance (3. year), Re-sit examination, Bachelor of Market Communication (3. year), Bachelor of Marketing (3. year), Bachelor of Public Relations (3. year), Bachelor of Real Estate (3. year), Bachelor of Retail Management (3. year), Bachelor of 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. They should also be able to identify and discuss implementation issues.

**Holdningsmål**

The students will develop an awareness of the importance of corporate responsibility and how ethics, stakeholder values and value creation connect.

**Prerequisites**

Completion of the first two years of the bachelor program.

**Compulsory reading****Books:**

Johnson, Gerry, Kevan Scholes, Richard Whittington. 2012. Fundamentals of strategy. 2nd ed. Pearson

**Collection of articles:**

Erik Wilberg. Utvalgte artikler til STR 3600 Strategi. Publiseres på ItsLearning

**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. 2013. Skriv gode oppgaver! : praktisk innføring i bruk av informasjon, effektiv skriving og samarbeid med bedrifter og andre organisasjoner. 2. utg. Cappelen akademisk forlag

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

Universitetsforlaget

**Course outline**

- Introducing strategy
- Introductory case
- Basic value creation
- Resources
- Activities
- Relations
- Vision and business idea - future possibilities
- Strategic direction
- Strategic choices
- Strategic organisation
- Corporate strategy, alliances, mergers and acquisitions
- International environment
- International strategy
- Organisation- motivation of people
- Strategic action plans
- Summing up and conclusions!

**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 is one assignment in this course, that must be approved before being allowed to take exams (deliver the project).

Submission of proposed project on Its learning in groups of maximum 3 students.

Recommended use of hours:

Activity	Hours
Attending lectures	33
Project proposal	6
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 It's 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 semester start 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 It's learning	6
Work on study guide, submitting assignments, activities It's learning	25
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

In order to take final examination (deliver the project paper) students must, with deadline, submit on Itslearning their self selected strategic decision problem and obtain approval for it.

#### 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 support materials allowed.

#### 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