



APPLIES TO ACADEMIC YEAR 2014/2015

STR 3605 Strategy

Programme

Bachelor of Arts Management (3. year), Bachelor of Auditing (2. 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), Bachelor of Market Communication (3. year), Bachelor of Marketing Management (3. year), Bachelor of Public Relations (3. year), Bachelor of Real Estate (3. year), Bachelor of Retail Management (3. year), Bachelor of Accounting and Auditing (3. year)

Responsible for the course

Erik Wilberg, Sverre Tomassen

Department

Department of Strategy and Logistics

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The course gives an introduction to strategic perspectives and analyses. Throughout the course students will gain insight in strategic methods and develop an understanding of strategic thinking. The work requires a broad understanding of management and economics and will contribute to a completion of a bachelor program.

Learning outcome

d Knowledge

The course will provide the students with a good understanding of strategic challenges, and be able to identify and analyze which elements are core in the ability of a firm to create strategic value. Students 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.

d Skills

The students will be able to identify and understand the key challenges of a firm, and point out which elements are key in a company's value creation. Students should be able to structure a strategic decision and identify vision and mission statements as well as perform a strategy analysis. They should also be able to identify and discuss implementation issues and point out management issues between strategy and structure.

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

Prerequisites

Basic course at the first two years of the bachelor program.

Compulsory reading

Books:

Johnson, Gerry, Kevan Scholes, Richard Whittington. 2014. Fundamentals of strategy. 3rd ed. Pearson

Collection of articles:

Erik Wilberg. Utvalgte artikler til STR 3605 Strategi. Publiseres på Itslearning

Recommended reading

Course outline

- Introducing strategy
- Basic value creation
- Resources
- Activities
- External analysis
- Vision and business idea - future possibilities
- Strategic choices
- Implementation
- Strategic organisation
- Corporate strategy, alliances, mergers and acquisitions
- International strategy

Computer-based tools

No special computer-based tools are used in this course course.

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 individually or in groups of maximum 3. Students will be guided in part through feedback on the proposed project to be submitted on Its learning.

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	37
Group work	40
Analysis of decision problem	4
Writing the term paper	50
Total recommended use of time	200

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 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 It'slearning	6
Work on study guide, submitting assignments, activities It'slearning	25
Information retrieval	30
Reading literature	37
Group work	40
Analysis of decision problem	4
Writing the term paper	50
Total recommended use of time	200

Use of hours

Coursework requirements

Examination

The final grade in the course will be given on the basis of the following parts and weightings:

Part 1 - Project paper, counts for 60% of final grade

The assignment will be handed out at the beginning of the semester and can be completed individually or in groups of up to three students. Submission by the end of the semester.

Part 2 - One hour individual multiple choice examination, counts 40% of final grade
The individual multiple choice exam will be held towards the end of the semester.

Both parts must be passed to obtain final grade.

Examination code(s)

STR 36051 - Project paper - counts 60 % to obtain final grade in STR 3605 Strategy, 7,5 credits

STR 36052 - Multiple choice exam - counts 40 % to obtain final grade in STR 3605 Strategy, 7,5 credits

Examination support materials

All support materials allowed. At the multiple choice exam a bilingual dictionary is allowed.

Re-sit examination

Re-sit examination is offered each semester.

Additional information