



APPLIES TO ACADEMIC YEAR 2016/2017

STR 1301 Strategy I

Programme

Bachelor of Science in Business and Economics (3. year)

Responsible for the course

Erik Aadland

Department

Department of Strategy

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

This is a one-semester introductory course in strategy.

Learning outcome

Acquired knowledge

The students should know the key models, frameworks and theories related to strategy analysis and choice. This course aims to give the students an understanding of strategy at various levels.

Acquired skills

From a business perspective the students should be able to conduct a strategic analysis and make sensible strategic decisions based on the analysis being done.

Reflection

The students should be able to critically reflect on the models, framework and theories.

Prerequisites

First and second year of the Bachelor's Programme in Business and Economics ("siviløkonomstudiet") or equivalent

Compulsory reading

Books:

Fjeldstad, Øystein D. og Randi Lunnan, red. 2014. Strategi. Fagbokforlaget. (Kapittel 1 - 9 og 12)

Collection of articles:

Erik Aadland. Artikkelsamling til STR 1301 Strategi I. Oversikt over artikler som inngår i artikkelsamlingen publiseres på Itslearning ved semesterstart.

Recommended reading

Course outline

- What is strategy?
- Strategic analysis (external and internal)
- Strategy at various levels
- Strategic content
- Strategic choices and methods
- International strategies

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course consist 45 hours of lecture, cases and exercises.

Recommended use of hours:

Activity	use of hours
Lectures including cases and exercises.	45
Preparations, literature and assignments	108
"Test case"	20
Final assignment (Take home exam)	36
Anbefalt tidsbruk totalt	200

Use of hours

45 hours of teaching and case

Examination

A 3 hours written individual examination

Examination code(s)

STR 13011 - 3-hours written examination counts 100% of the grade in STR 1301 Strategy I, 7,5 studiepoeng.

Examination support materials

No support materials are allowed.

Re-sit examination

A re-sit is possible in the next autumn semester.

Additional information