



Course syllabus

School of Business and Economics

Department of Marketing

4FE512 Business Administration IV - Knowledge Based Strategies in a Distant Market Context, 15 högskolepoäng

4FE512 Business Administration IV - Knowledge Based Strategies in a Distant Market Context, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by School of Business and Economics 2014-10-29

The course syllabus is valid from autumn semester 2015

Prerequisites

Basic eligibility for second-level studies as well as general entry requirements: Business Administration with at least 90 credits in Business Administration. English B/English 6 or the equivalent.

Objectives

After completing the course the student is expected to be able to:

- explain and analyze the role of knowledge in organizational practices
- explain and analyze organizational knowledge creation processes and how it is transferred across borders
- explain and analyze organizational learning and knowledge as an antecedent for strategic innovation and for a dynamic organization
- apply the theoretical concepts in order to analyze and evaluate current organizational situations
- combine the theoretical concepts in order to create a framework for knowledge-based strategy implementation, especially in emerging markets, and to relate this to organizational objectives

Content

The course contains:

- the role of organisational knowledge, for the organization as well as for society as a whole
- the creation of knowledge in the organization, including how to organize for knowledge creation
- how knowledge is transferred within and across organizations: constituents, impediments and absorption
- organizational learning from a strategic and multi-level perspective
- the foundation for strategic organizational dynamism in changing environments

Type of Instruction

The tuition consists of lectures, seminars, case studies and group work. Participation in case study exercises and seminar exercises is compulsory, as is the preparation for these. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Examinations are carried out through individual assignments, group assignments and written exam, including reporting assignments orally as well as in written form.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Obligatory literature

Scientific articles, about 400 pages.

Additional literature are to be chosen in consultation with the supervisor.