



# Linnéuniversitetet

Kalmar Växjö

## Kursplan

Fakultetsnämnden för ekonomi och design

Institutionen för marknadsföring och turismvetenskap

4FE417 Business Administration IV – Strategy Analysis for Business Success in Mature Markets, 7,5 högskolepoäng

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### Huvudområde

Företagsekonomi

### Ämnesgrupp

Företagsekonomi

### Nivå

Avancerad nivå

### Fördjupning

A1N

### Fastställande

Fastställd 2011-09-30

Senast reviderad 2022-12-05 av Ekonomihögskolan. Ändring av institutionstillhörighet  
Kursplanen gäller från och med vårterminen 2023

### Förkunskaper

Grundläggande behörighet för studier på avancerad nivå samt särskild behörighet företagsekonomi 1-90 hp, varav 22,5 hp i marknadsföring eller motsvarande, inklusive ett examensarbete på nivå G2E. Engelska B

## Mål

After completing this course the student should be able to:

- understand the competitive forces of an industry
- use industry analysis to forecast competition and profitability of an industry
- analyze industry attractiveness, focusing on value creating strategies
- analyze the role of strategy for successful business in different industries
- understand the nature, types and sources of firm competitive advantage
- understand the role of and analyze resources and capabilities of a company and its link to strategy formulation
- perform a segmentation analysis
- develop strategies for accomplishing and sustaining competitive advantages in different segments

- use the principles of organizational design, organizational structure and management systems when realizing strategy

## Innehåll

The overall purpose of the course is to enhance the students' management potential in developing business strategies. To accomplish the overall purpose, i.e., to develop managerial capability to formulate and realize business strategies, the students will be introduced to principle concept, frameworks and techniques of business strategy formulation and realization. Furthermore, these capabilities will be created in a learning environment where a wide range of case studies and reallife examples with 'reallife' managerial challenges are used. This will broaden the business perspective and enhance students insight by revealing the practical background to important theories. Describing, analyzing, recommending will be the key inference in developing business strategies.

## Undervisningsformer

The tuition consists of interactive classroom teaching, seminar exercises, case studies and group exercises. Participation in case study exercises, seminar exercises etc, is compulsory, as is the preparation for these.

## Examination

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

## Kursvärdering

En skriftlig kursvärdering genomförs och sammanställs i en rapport, vilken arkiveras vid institutionen. Resultatet och eventuellt vidtagna åtgärder kommuniceras med kursansvarig och presenteras för studenterna vid nästa kurstillfälle eller på annat sätt som kursansvarig finner lämpligt. Andra typer av kursutvärderingar, exempelvis löpande under kursens gång eller samtal med studenterna förekommer och uppmuntras i syfte att säkerställa kontinuerlig kvalitetsutveckling.

## Kurslitteratur och övriga läromedel

### **obligatorisk litteratur**

Grant, R (2010) Contemporary Strategy Analysis, Blackwell Publishing (latest edition) (465 pages)

Additional articles regarding business strategy and strategy analysis (approx. 100 pages)

### Additional Study Material

Grant, R (2010) Cases to accompany Contemporary Strategy Analysis, Blackwell Publishing (latest edition) (347 pages)