



Course syllabus

Faculty Board of Science and Engineering
School of Engineering

1MT009 Industriella affärsstrategier, 7,5 högskolepoäng
Industrial Business Strategies, 7.5 credits

Main field of study

Industrial Organisation and Economics, Mechanical Engineering

Subject Group

Industrial Engineering and Management

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by Organisational Committee 2009-07-24

The course syllabus is valid from spring semester 2010

Prerequisites

Management in Manufacturing Industries, 7,5 ECTS, or equivalent.

Expected learning outcomes

After completing the course, students are expected to have knowledge and understanding about different kinds of business strategies for a manufacturing company on international markets. Important issues related to this are *internationalization*, *business-to-business marketing* and *innovations management*.

Content

A company's own position in a value-chain is often fundamental when planning industrial business strategies, since the own product contributes as one part to the finished product. The course deals with how a company can manage its relations to other actors in the value-chain, how markets can be penetrated and how the internal work can be organized to work with a strategy.

Here, different activities like e.g. business intelligence and product development have to be performed in line with the company's strategies.

Type of Instruction

Lectures, exercises and seminars. Information on compulsory elements is given at the start of the course.

Examination

The course is assessed with the grades U,3,4 or 5.

Course Evaluation

When the course has finished, an evaluation is compiled. The results are reported to the students and then archived according to the rules of the school.

Required Reading and Additional Study Material

Obligatory literature

Obligatory literature will be announced in the beginning of the course, since there might be changes and/or updates that cannot be predetermined.