



Course syllabus

Faculty of Technology

Department of Mechanical Engineering

1ZT007 Strategisk management i tillverkningsindustrin, 7,5
högskolepoäng

Strategic Management in Manufacturing Industries, 7.5 credits

Main field of study

Industrial Organisation and Economics

Subject Group

Industrial Engineering and Management

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by Faculty of Technology 2015-08-18

The course syllabus is valid from spring semester 2016

Prerequisites

NO VALUE DEFINED

Objectives

After completing the course students are expected to:

- explain keywords in the area of strategic management
- describe how manufacturing firms can create competitive advantage,
- develop and formulate the vision and mission statement in a manufacturing firm,
- explain and discuss the concepts of the resource-based view and the industrial organization in manufacturing industries,
- describe evaluation tools for internal and external factors that affect manufacturing firms business,
- explain how strategy alternatives can be developed,
- explain potential obstacles when implementing strategies and
- describe how strategies can be evaluated.

Content

The course contains the following aspects:

- general process and keywords for competitive strategic management
- developing vision and mission statements in manufacturing industries,
- different strategy schools' perspectives and ways of working,
- mapping and analyzing internal and external factors that affect manufacturing firms' businesses,
- different kinds of strategies

- different kinds of strategies,
- developing strategy alternatives for manufacturing firms,
- implementation issues in strategic management including ethical and environmental aspects and
- evaluating strategies.

Module 1 0 credits

Type of Instruction

Lectures, exercises and seminars. Information on compulsory elements is given in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F. The assessment of student performances takes form of written examination and group seminars.

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 (i.e. received the grade F).

Course Evaluation

During the course or in close connection to the course, a course evaluation is to be carried out. The result and analysis of the course evaluation are to be communicated to the students who have taken the course and to the students who are to participate in the course the next time it is offered. The course

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 1MT008, 3,5 hp and 1MT009, 4,0 hp.

Other

Grade criteria for the A–F scale are communicated to the student through a special document. The student is to be informed about the grade criteria for the course by the start of the course at the latest.

Required Reading and Additional Study Material

Required reading

David, Fred R. and David Forest R.: Strategic Management - Concepts and Cases, Global Edition, Pearson Education. 15th edition (2015) or later, ca 500 pages.