



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

2FE020 Strategi och affärsutveckling, 7,5 högskolepoäng
Entrepreneurship, Strategy and Business Development, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by the Board of the School of Business and Economics 2009-06-17

Revised 2010-10-18

The course syllabus is valid from spring semester 2010

Prerequisites

In order to be admitted to the course it is required to have participated in Organization Theories, 7,5 higher education credits, Leadership Theories, 7,5 higher education credits, Organizational Change and Renewal, 7,5 higher education credits and Modern Perspectives on Organization and Management, 7,5 higher education credits with at least 15 higher education credits with a passing grade.

Expected learning outcomes

On completion of this course, the students should:

- Have knowledge about both modern and traditional modes for doing strategy work in companies and other organizations
- Have the ability to both evaluate and apply theories and models regarding strategy and business development
- Have the ability to scrutinize and evaluate business ideas and business concepts

Content

- Traditional perspectives on strategy, entrepreneurship and business development
- Modern perspectives on strategy, entrepreneurship and business development
- Methods for evaluating business ideas and concepts

Type of Instruction

Lectures, tutoring and seminars

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Written, closed book examination or a written home examination.

Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies achieved either independently or in a group, and written exercises.

The grades are Pass with Distinction (80%-100%), Pass (60%-79%) or Failure (0%-59%). 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.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Mandatory literature

Alvesson Mats, 1998, "The Business Concept as a Symbol", *International Studies of Management & Organization*, vol. 28(3), pp. 86-108, 22 pages.

Coulter, Mary, 2005, *Strategic Management in Action*, 3rd ed, Prentice Hall, New Jersey, 396 pages.

Czarniawska-Joerges, Barbara, 1993, *The Threedimensional Organization: A Constructionist View*, *Studentlitteratur*, Lund, 15 selected pages.

Whittington, Richard, 2001, *What is Strategy - and Does It Matter?*, Thomson Learning, London, 151 pages.

"Designated articles, 200 p."