



## Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

2FE412 Contemporary Strategic Management, 7,5 högskolepoäng

2FE412 Contemporary Strategic Management, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2F

### **Date of Ratification**

Approved 2012-06-25

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

### **Prerequisites**

In order to be admitted to the course, the applicant will need to have successfully completed 105 of 120 credits from the first two years of the Business Administration and Economics Programme

## Objectives

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

## Content

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 real-life examples with 'real-life' 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.

## Type of Instruction

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

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

Examination on the obligatory literature will be undertaken by a written exam.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. Pass with distinction requires deeper, more elaborated and complex writings and discussions around the same learning outcomes. 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.

For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

## 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

### **Obligatory literature**

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)