



Course syllabus

School of Business and Economics
Department of Marketing

2FE425 Contemporary Strategic Management, 7,5 högskolepoäng
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 by School of Business and Economics 2014-11-12

The course syllabus is valid from autumn semester 2015

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 or Business Administration I-II, 60 credits, whereof at least 15 credits in Marketing and English B/English 6, or equivalent.

Objectives

After completing the course the student is expected to be able to:

- account for and explain 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
- analyze resources and capabilities of a company and its link to strategy formulation
- 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 course contains:

- analysis of contemporary business strategy and managerial systems
- concepts and frameworks for business strategy formulation
- techniques for business strategy formulation

- realization of business strategies
- value creating strategies
- organizational design and organizational structure

Type of Instruction

The tuition consists of lectures, seminars, case studies and group exercises. Participation exercises and seminars are obligatory, as is the preparation for these. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Examination is done through written examination, reports and seminars with opposition on other students' reports.

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.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Required reading

Grant, R. *Contemporary Strategy Analysis*. Blackwell Publishing. Latest edition. About 750 pages. (The version including text and cases.)

Scientific articles, about 100 pages.

Additional Study Material, about 50 pages.