



## Course syllabus

School of Business and Economics

Department of Marketing

4FE511 Business Administration IV - Knowledge Based Strategies in a Distant Market Context, 15 högskolepoäng

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### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

Second Level

### **Progression**

A1N

### **Date of Ratification**

Approved 2010-08-27

Revised 2014-09-03 by School of Business and Economics. Reading list revised and standard texts updated.

The course syllabus is valid from autumn semester 2014

### **Prerequisites**

General entry requirements for second-cycle studies and specific entry requirements: Bachelor Degree in Business Administration with a minimum of 90 credits in Business Administration or the equivalent, English B/6 or the equivalent.

## Objectives

After completing the course the student should be able to:

- describe and analyze the role of knowledge in organizational practices
- describe and analyze organizational knowledge creation processes and how it is transferred across borders
- describe and analyze organizational learning and knowledge as an antecedent for strategic innovation and for a dynamic organization
- apply the theoretical concepts in order to describe and analyze current organizational situations
- apply the theoretical concepts in order to design a framework for knowledge-based strategy implementation, especially in emerging markets, to accomplish

organizational objectives

## Content

The course contains:

- the role of organisational knowledge, for the organization as well as for society as a whole
- the creation of knowledge in the organization, including how to organize for knowledge creation
- how knowledge is transferred within and across organizations: constituents, impediments and absorption
- organizational learning from a strategic and multi-level perspective
- the foundation for strategic organizational dynamism in changing environments

## Type of Instruction

The tuition consists of lectures, seminars, case studies and group work. Participation in case study exercises, seminar exercises etc, is compulsory, as is the preparation for these. The course includes teaching material exclusively in English. Obligatory parts are stated in the schedule.

## Examination

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

The course is examined through individual assignments, group assignments and written exam, including reporting assignments orally as well as in written form.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

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

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. Students that do not pass reports can complement according to instructions from the examiner.

## 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

### **Obligatory literature**

Scientific articles, about 400 pages.

Additional literature are to be chosen in consultation with the supervisor.

Reference literature will be announced during the course.