

## Course Syllabus

### **Business Strategy 7.5 Credits\*, First Cycle Level 2**

#### **Learning Outcomes**

The main aim is that the students, after finishing the course, should have the capability to analyze the business landscape and make judgements of the organizational resources.

##### Knowledge and understanding

After completing the course, the student shall be able to:

- show understanding of strategic issues, enabling them to formulate effective strategies for different types of organizations (1)
- discuss the business landscape and explain concepts of landscape analysis (2)
- show understanding how organizational structure is affected by external resources and organizational core competences (3)

##### Skills and abilities

After completing the course, the student shall be able to:

- formulate strategies for different types of organizations (4)
- develop economical risk assessment and action planning skills (5).

##### Values and attitudes

After completing the course, the student shall be able to:

- show capability to make ethical considerations of effects from planned and implemented strategies in organizations (6).

#### **Course Content**

The course introduces the basic concepts of the field of Business Strategy and the difference between the concepts of strategy and tactics is clarified. The general perspectives of strategy as a plan or strategy as a general organizational behavior patterns are also considered. Thereafter, various methods of Business landscape analysis are exemplified: e.g. Delphi, PEST, scenario-planning. The idea that organizations have different core competencies is then treated and examples are discussed regarding different types of businesses and industries. In the latter part of the course, different types of partial and complete strategic analyses are brought forward and the problems of strategy

implementation are discussed.

The course finally lets the student choose a real case and on that basis implement a relevant strategic analysis and establishing a strategic plan which should include assessments of financial consequences.

**Assessment**

Written examination, 4 credits, examines the learning outcomes 1-3

Seminar assignments, 3,5 credits, examines the learning outcomes 4-6

**Forms of Study**

Lectures, seminars and exercises

**Grades**

The Swedish grades U–VG.

**Prerequisites**

90 credits First Cycle Level including the courses

Financial Management and Accounting A 15 credits, Organization and Marketing A 15 credits and Organization B 7.5 credits

**Other Information**

The number of examinations is limit to five occasions.

Replaces FÖ2003

**Subject:**

Business Administration and Management

**Group of Subjects:**

Business Administration

**Disciplinary Domain:**

Social Science, 100%

**Approved:**

Approved 26 February 2015

Valid from 20 May 2015