

Course Syllabus

Sustainable Business Strategy 7.5 Credits*, First Cycle

Learning Outcomes

The main aim of the course is to develop students' ability to conduct strategic analyses based on the interests of the business and organisation.

After completing the course, students will be able to:

- give an account of basic concepts and theories in the field of business strategy
- apply established and contemporary models for strategic analysis
- analyse changes in business strategy with respect to the interplay between relevant factors, both external and internal
- consider dilemmas that come with sustainable business when analysing planned, applied and emerging business strategies.

Course Content

The course provides a wider understanding of concepts, models, and theories within strategic analysis. The course covers complex strategic issues from several chosen perspectives, one of which is the contemporary development of sustainable business strategies. The course builds on a view of business strategy as a process where interests and incentives require continuous balancing. Further, the course develops students' ability to analyse the opportunities and challenges for short- and long-term objectives in relation to market competition and societal factors.

Assessment

Written examination

Preparation for and active participation in seminars

Written reports

Forms of Study

Lectures, seminars and exercises

Grades

The Swedish grades U–VG.

Grades

Module 1: Concepts and Models - 2,5 credits



Module 2: Application - 5 credits

The grade “Pass with distinction“ for the whole course is awarded for a passing grade on module 1 and a “pass with distinction“ grade on module 2

Prerequisites

60 credits in Business Administration and Management

Subject:

Business Administration and Management

Group of Subjects:

Business Administration

Disciplinary Domain:

Social Science, 100%

Progression Indicator:

G2F

Approved:

Approved 17 February 2022

Valid from 22 February 2022