

SYLLABUS

Business Strategy 7.5 credits M0024N

Affärsstrategi

Course syllabus admitted: Autumn 2018 Sp 1 - Autumn 2019 Sp 2

**DECISION DATE
2018-06-15**

Business Strategy 7.5 credits M0024N

Affärsstrategi

First cycle, M0024N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG	Företagsekonomi	Business Administration

Main field of study

Business Administration

Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language and Business administration 30 credits (M0015N Principles of Marketing, O0017N Management of business, R0008N Introductory Course Accounting and Control and R0009N Models for Management Control) or equivalent. Good knowledge in English, equivalent to English 6.

Selection

The selection is based on 1-165 credits.

Examiner

Maria Ek-Styvén

Course Aim

After passing the course the student shall be able to:

- understand and apply concepts in the area of business strategy
- utilize tools/models to analyze organizations and their environment
- develop business strategies for organizations
- describe how strategies and strategic change can be implemented
- critically review scientific articles in the area of business strategy
- clearly present the content of a strategic analysis, in writing as well as orally

Contents

The course illustrates how organizations in an effective way can work with business strategies by utilizing modern theories. The course deals with the connection between the organization and its environment, as well as with methods for analyzing the organization and its environment. How strategies can be developed and implemented, and how strategic change can be conducted, is also described and discussed.

Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

Lectures, seminars, supervision, group assignments and project work. The course contains project work connected to the business sector. The course is given in English.

Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. In a written test, the following abilities are examined:

- understand and apply concepts in the area of business strategy

In compulsory assignments and seminars, the following abilities are examined

- utilize tools/models to analyze organizations and their environment
- develop business strategies for organizations
- describe how strategies and strategic change can be implemented
- critically review scientific articles in the area of business strategy
- clearly present the content of a strategic analysis, in writing as well as orally

Presence during compulsory sessions is required. Results from all parts of the examination are weighted together for the final course grade (U/G/VG).

Remarks

Students must register for the courses themselves, or contact ETKS educational administration eduetks@ltu.se, no later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place. Due to overlapping content, the course cannot be included in an degree together with M0009N or other course with similar content.

Overlap

The course M0024N is equal to M0009N, IEM509

Literature. Valid from Autumn 2018 Sp 1

Johnson, G., Whittington, R. , Scholes, K., Angwin, D. & Regnér, P, (2017), Fundamentals of Strategy, (4th edition). ISBN: 9781292209067

Literature might be added.

Course offered by

Department of Business Administration, Technology and Social Sciences

Items/credits

Number	Type	Credits	Grade
0003	Written exam	2.5	TG U G#
0004	Compulsory assignments and seminars	5	TG U G#

Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2018-06-15

Syllabus established

by Institutionen för Industriell ekonomi och samhällsvetenskap 2007-02-28