

SYLLABUS

Business Intelligence and Corporate Strategy 7.5 credits 07004N

Omvärldsbevakning och företagsstrategi

Course syllabus admitted: Autumn 2014 Sp 1 - Autumn 2014 Sp 2

**DECISION DATE
2014-06-19**

Business Intelligence and Corporate Strategy 7.5 credits O7004N

Omvärldsbevakning och företagsstrategi

Second cycle, O7004N

Education level	Grade scale	Subject	Subject group (SCB)
Second cycle	G U 3 4 5	Ledarskap och organisation	Leadership, Organisation and Management

Entry requirements

Knowledge and abilities in quality development, marketing, organizational management, management control and logistics equivalent to the aims of T0008N, K0001N, M0004N, O0019N, R0001N, T0002N och G0004N.

Selection

The selection is based on 30-285 credits

Examiner

Johan Frishammar

Course Aim

After finishing the course, the student - will be able to describe how strategic environmental scanning and business intelligence will be performed in companies - will be able to identify, formulate and discuss strategic problems in companies.

Contents

During the course students are introduced to techniques, models and tools commonly used to conduct business intelligence, to analyse companies' competitive environment and to develop business and corporate strategy.

Realization

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

Lectures and seminars

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. Compulsory assignments and oral examinations. Some of the lectures and seminars are compulsory.

Remarks

The course can not be included in an degree with O7001N (IEO030) or other course with similar contents. Students must register for the courses themselves, or contact ETKS educational administration eduetks@ltu.se, not later than five 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.

Overlap

The course O7004N is equal to E7005N, IEO035

Literature. Valid from Autumn 2014 Sp 1

The course book (Goffin & Mitchell, 2nd edition) provides a good and relatively complete picture of innovation in theory and practice. To fulfill the learning objectives, articles and videos complement the book.

Goffin, K. & Mitchell, R. (2010). Innovation management: Strategy and implementation using the pentathlon framework. (2nd ed.). Houndmills: Palgrave macmillan.

Anderson, C. (2013). How to give a killer presentation. Harvard Business Review, 91(6), 121-125.

Amabile, T. (1998). How to kill creativity. Harvard Business Review, 76(5), 76-87.

Hansen, T. & Birkinshaw, J. (2007). The innovation value chain. Harvard Business Review, 85(6), 121-130.

Barney, J. (1991). Firm resources and sustained competitive advantage. Journal of Management, vol. 17(1), 99-120.

Jordan, T. (1999). Vad ska man lära sig på universitet?

Porter, M. (2008). The five competitive forces that shape strategy. Harvard Business Review, 86(1), 78-93.

Cooper, R. (2014). What's next after stage-gate? Research Technology Management, jan-feb, 2014.

Van de Ven, A. (1986). Central problems in the management of innovation. Management Science, 32(5), 590-607.

http://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks

<http://remotepossibilities.wordpress.com/2013/09/23/secret-5-of-star-presenters-ted-chris-anderson-on-persuading-your-audience-video/>

Literature might be added.

Course offered by

Department of Business Administration, Technology and Social Sciences

Items/credits

Number	Type	Credits	Grade
0001	Individual compulsory assignment	4.5	U G#
0002	Written exam	3	G U 3 4 5

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 Bo Jonsson, Department of Business Administration, Technology and Social Sciences 2014-06-19

Syllabus established

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