

Strategic Planning 7.5 credits

Strategisk planering 7.5 hp

Second cycle

Main field: Industrial Management, Second cycle, has only first-cycle course/s as entry requirements (AIN)

Syllabus is adopted by the Research and Education Board (2022-04-11) and is valid for students admitted for the autumn semester 2023.

Placement in the Academic System

The course is included in Master's Programme (120 credits) in Industrial Management and Innovation.

Prerequisites and Conditions of Admission

Bachelor's degree in Engineering or the equivalent of 180 Swedish credit points or 180 ECTS credits at an accredited university, and Industrial organisation 15 credits on first level.

Applicants must have written and verbal command of the English language equivalent to English course 6 in Swedish Upper-Secondary School.

Course Objectives

The course aims to give a comprehensive knowledge of Strategic Planning for master students with an engineering background. Students shall be introduced to various concepts of Strategic Planning to describe, analyse and reflect on the consequences of different strategic decisions. The objective of the course is to emphasize the importance of understanding strategic concepts for firms willing to maintain or achieve competitiveness.

Following successful completion of the course the student should be able to:

Knowledge and understanding

- describe and define Strategic Planning concepts including its main characteristics, tools, mechanisms, strengths, weakness, and representative studies

Skills and ability

- analyse and predict possible outcomes of implementing different types of Strategic Planning tools in different contexts
- demonstrate skills to orally and writing present and discuss research related to Strategic Planning

Judgement and approach

- reflect and contrast concepts based on prior studies from the Strategic Planning literature and personal ex-

perience about how those theories can assist firms to maintain or achieve competitive advantage

Primary Contents

To achieve the above learning outcomes, the following concepts will be explored:

- Different schools of strategy formation (design, planning, positioning, entrepreneurial, cognitive, learning, power, cultural, environmental and configuration), its dimensions, and the approaches that inspired these schools (e.g. dynamic capabilities, resource-based theory, constructivism, institutional theory, etc).
- The evolution and operationalization of Strategic Planning.
- Common managerial and visual tools employed to conduct a Strategic Planning.
- The influence of Strategic Planning on firm's innovation performance, product and technology roadmaps, product strategy, value creation and crises management.
- Strategic Planning in different settings (e.g. turbulent environments), sectors (e.g. infrastructure sector), and firms' size (small, medium and large enterprises).

Teaching Formats

The course is carried out through lectures, seminars and group discussion. Studies on recent literature and research in the field of Strategic Planning are combined to provide an uplifting learning environment. The course literature is mainly peer-reviewed academic articles. The course language is English and all examinations will be conducted in English.

Examination

The overall grades of F (Insufficient), E (Sufficient), D (Satisfactory), C (Good), B (Very Good), A (Excellent) will be awarded for the course.

Examination includes individual quiz, individual position papers essays, seminars (report, presentation and opposition report), and individual written exam.

Qualifications for passing course:

The examination of individual tests uses different types of graded scales. The quiz, position papers, and seminar are graded in U (unsatisfactory) och G (Satisfactory), whereas the written exam is graded in F (Insufficient), E (Sufficient), D (Satisfactory), C (Good), B (Very Good), A (Excellent).

The overall grade will be awarded according to the sum of all tests based on the following threshold. Quiz - multiple choice (15 points), positions papers (20 points), seminar: report (15 points), presentation (5 points), opposition report (5 points), and written examination (40 points).

Name of the test		Grading
Quiz	1 credits	U/G
Seminar	2 credits	U/G
Paper	1 credits	U/G
Written Examination	3,5 credits	F/E/D/C/B/A

If there are special reasons, the examiner may make exceptions from the specified examination format and allow a student to be examined in another way. Special reasons can e.g. be a decision on learning support.

For elite sports students according to Riktlinjer för kombinationen studier och elitidrott vid Högskolan i Halmstad, DNR: L 2018/177, the examiner has the right to decide on an adapted examination component or let the student complete the examination in an alternative way.

Course Evaluation

Course evaluation is part of the course. This evaluation should offer guidance in the future development and planning of the course. Course evaluations should be documented and made available to the students.

Course Literature and Other Study Resources

Mintzberg, H., Ahlstrand, B., & Lampel, J. *Strategy safari – Your complete guide through the wilds of strategic management*. Aufl., Harlow, 2009

Articles

Peer-reviewed scientific articles.