

Strategic Management 7.5 credits

Strategisk ledning 7.5 hp

Second cycle

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

Syllabus is adopted by the Research and Education Board (2020-08-24) 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 Strategic Entrepreneurship for International Growth.

Prerequisites and Conditions of Admission

Bachelor degree in Business Economics or the equivalent of 180 Swedish credit points or 180 ECTS credits at an accredited university.

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

Course Objectives

The objective of the course is to deepen students' knowledge of the resources and capabilities that are required for creating and sustaining advantage on competitive markets. The ways in which managers try to develop such competitive advantage constitutes the essence of strategic management.

Following successful completion of the course the student should:

Knowledge and understanding

- define and explain central concepts in strategic management, including analysis and understanding of the problems that strategic leaders deal with
- account for the current research field in terms of theories and models at different levels (e.g. industry, value chain, company, business unit, etc.)

Skills and ability

- apply models and theories to analyze and evaluate strategic choices, based on different types of business goals
- analyze, evaluate and critically interpret relevant information to effectuate strategic decisions, and develop action plans for their implementation
- systemize discuss, both orally and in writing, the arguments and conclusions in accordance with the academic requirements for content, language and form

Judgement and approach

- evaluate and critically discuss the social and ethical issues of relevance to strategic decision-making
- assess and identify the need for further knowledge relevant to the field of strategic management, including the need for own development

Primary Contents

The course is designed to assist students to integrate and apply knowledge from previous courses and work experience. The course takes as its point of departure management on a general level, which underlines how to create, implement and evaluate strategies. The course provides understanding, knowledge and skills in the following areas:

- Strategic management as organizational practice, including an understanding of the basic guidelines and objectives of the organization, its environment (social, political, technological, economic, and global factors), industry dynamics and market structure, business models, and organizational strengths and weaknesses.
- Up-to-date concepts for managing a business in a global economy, such as social responsibility and ethics, organizational effectiveness, marketing, personnel policy as well as strategies for decision-making in today's complex organizational environments where competing strategic priorities dominate.
- Focused strategic areas such as corporate governance, sustainability strategies, innovation strategies, strategic HRM (human resource management), strategic resource allocation and planning, crisis management and crisis prevention, as well as internationalization and marketing strategies.

Teaching Formats

Instruction consists of interactive lectures, case seminars, and workshops.

Examination

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

The examination consists of oral examination, writing and presentation of a strategy report, and case reflection.

Name of the test		Grading
Oral Examination	2,5 credits	F/E/D/C/B/A
Strategy Report	2,5 credits	F/E/D/C/B/A
Case Reflection	2,5 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

Whittington, R., Regnér, P., Angwin, D., Johnson, G., & Scholes, K. *Exploring Strategy: Text and Cases*. 12th edition. Pearson, Harlow, 2020

HBR's 10 Must Reads on Strategy

Compendia with scientific articles.