

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 (2024-03-05) and is valid for students admitted for the autumn semester 2024.

Placement in the Academic System

The course is included in Master's Programme (120 credits) in Industrial Management and Innovation. The course is given as a single subject course.

Prerequisites and Conditions of Admission

Degree of Bachelor of Science or Degree of Bachelor of Science in Engineering. The degree must be equivalent to a Swedish teknologie kandidatexamen or Swedish högskoleingenjörsexamen and must have been awarded from an internationally recognised university. 15 credits industrial management. English 6. Exemption of the requirement in Swedish is granted.

Course Objectives

The course aims to provide students with a comprehensive knowledge in the field of Strategic Management. Furthermore, the objective of the course is to enable students to assimilate knowledge of various concepts in the field of strategic management and develop knowledge of describing, analyzing and reflecting on the consequences of various strategic decisions.

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

Knowledge and understanding

- understand Strategic Management concepts including its main characteristics, tools, mechanisms, strengths, weaknesses, and representative studies

Skills and ability

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

Judgement and approach

- reflect on different concepts based on prior literature on Strategic Management about how the theories can assist firms to maintain or achieve competitive advantage

Primary Contents

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

- The evolution and operationalization of Strategic Management
- Strategy and macro-environment analysis
- Resources and capabilities analysis
- Stakeholders, culture and strategy
- Business strategy and models
- International strategy and strategic alliances
- Strategy development, evaluation and implementation
- Common managerial and visual tools employed to conduct a Strategic Management

Teaching Formats

The course is organized based on flipped classroom approach, and is carried out through lectures, seminars and group discussion.

The teaching is 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, group position paper, group seminar (report, presentation and opposition report), and individual written examination.

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

Whittington, Richard., Angwin, Duncan Regnér, Patric D., Johnson, Gerry & Scholes, Kevan. (Eds.). *Exploring strategy*. 13th ed. Pearson UK.

Articles

Peer-reviewed scientific articles.