

COURSE SYLLABUS

Strategy and Technology, 7.5 credits

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Course Code:	JSTK14	Education Cycle:	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Jan 4, 2013	Disciplinary domain:	Social sciences (70%) and technology (30%)
Revised by:	Council for Undergraduate and Masters Education Oct 22, 2014	Subject group:	FE1
Valid From:	Aug 24, 2015	Specialised in:	G1F
Version:	2	Main field of study:	Business Administration
Reg number:	2015/1859-313 IHH		

Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

Knowledge and understanding

- demonstrate knowledge of basic models in Strategic management and production & innovation technology.

Skills and abilities

- make a strategic analysis of an organization that includes technological aspects.

Judgement and approach

- adapt abilities to critically assess and evaluate a company's strategy from different perspectives.

Contents

Models and concepts in strategic management, production and innovation are introduced. A more general overview is followed by analysis of a firm's internal and external environment, the strategic choices, implementation and production & innovation management.

Type of instruction

Lectures, seminars, project work.

The teaching is conducted in English.

Prerequisites

30 credits in Business Administration or Economics including Marketing 7.5 credits, Organization theory 7.5 credits and Finance 7.5 credits (or the equivalent).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

The Knowledge and understanding is examined by a written examination (roughly 60% of the total

grade).

Skills and abilities is examined by the course project (roughly 30 % of the total grade).

Judgement and approach is examined in case seminars/reports (roughly 10% of the total grade), course project and written examination.

Registration of examination:

Name of the Test	Value	Grading
Examination ¹	7.5 credits	A/B/C/D/E/FX/F

¹ Determines the final grade of the course, which is issued only when all course units have been passed.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Literature

- Fundamentals of Strategy Johnson, G., Scholes, K., Whittington, R. ISBN- 978027375725-2, Publisher, Financial Times Press, Copyright: second edition 2012
- Prentice Hall Published 2009 or later.
- Articles indicated at course start.