

Strategic Management (Advanced study course in business administration)

Title	Strategic Management (Advanced study course in business administration)
Semester	F2024
Master	Virksomhedsstudier / Virksomhedsledelse / Business Administration and programme in Leadership / Virksomhedsledelse
Type of activity	Course
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at ruc.dk

REGISTRATION AND STUDY ADMINISTRATIVE

You register for activities through [stads selvbetjening](#) during the announced registration period, which you can see on the [Study administration homepage](#).

Registration When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose

Number of participants

ECTS 5

Responsible for the activity Kristian J. Sund (sund@ruc.dk)

Head of study Mette Apollo Rasmussen (apollo@ruc.dk)

Teachers

Study administration ISE Registration & Exams (ise-exams@ruc.dk)

Exam code(s) U60025GB

ACADEMIC CONTENT

	Advanced study course in business administration
Overall objective	Via the course, students gain a critical insight into and understanding of strategic management, and how companies interact with their environment, through planning and organizing strategic processes. The course provides students with an insight into perspectives on strategic management as well as analytical tools, in order to analyse companies and challenges, and prepare strategy proposals.
Detailed description of content	With this course, students acquire a critical insight into the practice of strategic management, including how firms plan and organise strategic processes, and act as a result of changes the external environment and business context. Students are introduced to relevant strategy tools, and literature in the area. The course therefore aims to both give students an overview of perspectives on strategic management, and give them the tools to analyse concrete cases and problems, and develop strategic responses. Key themes include strategic purpose; Strategy as a process; The firm's relationship to the environment; Competitive strategy; Strategy and cognition; The resource-based and dynamic capability views of the firm; Corporate strategy; Growth strategy and mergers and acquisitions; International strategy.
Course material and Reading list	<p>The core textbook for the course is Grant, R. M. (2021). Contemporary strategy analysis. John Wiley & Sons.</p> <p>A number of additional readings will be posted on Moodle.</p> <p>Cases will be regularly selected and may change from semester to semester.</p>
	Study intensity
Overall plan and expected work effort	<p>In class teaching (lectures): 20 hours</p> <p>Case work: 40 hours</p> <p>Individual study: 60 hours</p> <p>Exam (including preparation): 15 hours</p>

Total study intensity: 135 hours

Teaching and learning activities

The course is delivered as a series of in-class lectures during which key theories, frameworks, and models are explained. The lectures are interactive and real-world cases are used to illustrate and discuss theory. Students are expected outside of class to work in small groups to solve a number of business cases and hand these in to receive formative feedback. This prepares students for the exam.

Format

Evaluation and feedback

The activity is evaluated regularly in accordance with the study board evaluation procedure. The activity responsible will be informed about a potential evaluation of the activity at semesterstart. See link to the study board evaluation praxis here <https://intra.ruc.dk/nc/for-ansatte/organisering/raad-naevn-og-udvalg/oversigt-over-studienaevn/studienaevn-for-erhvervsoekonomi-og-virksomhedsstudier/arbejdet-med-kvalitet-i-uddannelserne/>

Topic 1: What is strategic management?

Topic 2: Strategic purpose and scope

Topic 3: Environmental change

Topic 4: The nature of competition and industry analysis

Topic 5: Competitive advantage

Programme

Topic 6: Competitive strategy

Topic 7: Corporate strategy

Topic 8: International strategy

Topic 9: Performance management

Topic 10: Organizational design, culture and strategy

ASSESSMENT

Overall learning outcomes	<ul style="list-style-type: none"> Students acquire knowledge of the theory and practice of corporate strategic management, as well as the management's role in strategic planning and strategic development. Students gain an understanding of companies' strategic competences, processes and organisation in relation to changes in their external environment. Through business cases and contexts, students learn to develop, assess and evaluate relevant strategies. Finally, students acquire skills to observe the consequences of new knowledge and to reflect on the usefulness of theories and tools in various contexts.
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Individual written invigilated exam

The duration of the exam is 3 hours.

Form of examination	Permitted support and preparation materials for the exam: All.
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Assessment: 7-point grading scale.

Form of Re-examination	Samme som ordinær eksamen / same form as ordinary exam
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Type of examination in special cases

Examination and assessment criteria	<p>Demonstrate knowledge regarding the basic theories and models of strategic management; " Analyze a firm's strategy and/or a strategic problem;</p> <p>Develop and evaluate a strategy based on theory;</p> <p>Reflect critically on the limits of different theories; and whether the exam fulfills all formal requirements.</p>
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Exam code(s) Exam code(s) : U60025GB

Course days:

Hold: 1

Strategic Management (BAL, VL)

time 13-02-2024 12:15 til
13-02-2024 16:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
location 07.1-008 - undervisningslokale (60)
Teacher Per Gunnar Bergfors (bergfors@ruc.dk)

Strategic Management (BAL, VL)

time 27-02-2024 12:15 til
27-02-2024 16:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
location 07.1-008 - undervisningslokale (60)
Teacher Per Gunnar Bergfors (bergfors@ruc.dk)

Strategic Management (BAL, VL)

time 12-03-2024 12:15 til
12-03-2024 16:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
location 09.2-009 - teorilokale (60)
Teacher Per Gunnar Bergfors (bergfors@ruc.dk)

Strategic Management (BAL, VL)

time 02-04-2024 12:15 til
02-04-2024 16:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
location 07.1-008 - undervisningslokale (60)
Teacher Per Gunnar Bergfors (bergfors@ruc.dk)

Strategic Management (BAL, VL)

time 09-04-2024 12:15 til
09-04-2024 16:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
location 07.1-008 - undervisningslokale (60)
Teacher Per Gunnar Bergfors (bergfors@ruc.dk)

Strategic Management - exam (BAL, VL)

time 15-05-2024 09:00 til
15-05-2024 12:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
location 25.1-035 - teorirum 25.1 (130) / 07.2-033 - undervisningslokale (30)

Strategic Management - reexam (BAL, VL)

time 06-08-2024 09:00 til
06-08-2024 12:00
location 28b.0-01 - store teorirum (30) / 28b.0-05 - lille teorirum (20)