

xxx3 Strategy and Leadership

Emnekode: xxx3

Studiepoeng: 7,5

Semester

Autumn

Språk

English

Krav til forkunnskaper

None

Læringsutbytte

Knowledge

Upon completion of the course, the student will have:

- profound knowledge of the term “strategy” and key elements within strategic management (k1),
- profound knowledge of the basic premise for an organisation to create endorsement for business’ fundamental ambitions and visions (k2),
- advanced knowledge on how each business and its network can identify, develop and utilize the resources that we distribute strategically (k3),
- profound knowledge of the board, head management and other stakeholders’ roles in strategic development (k4) and
- knowledge of the perspectives on strategy as an academic field (k5).

Skills

Upon completion of the course, the student can:

- relate critical to internal and external factors that affect the strategic outcome in developing an overall and detailed coherent strategy for the business (f1),

- apply instruments to defend the best possible market and competition positions for the business and can strategize the design of management systems to implement sub strategies (f2) and
- understand the importance of methodical and analytical approaches to strategic questions within a business culture (f3).

General competence

Upon completion of the course, the student can:

- convey problems from ethics, attitudes and social responsibilities to design the foundation for a culture of reflection where these attitudes are debated and tested against practical challenges in the business (g1),
- know the principles to convey the business strategy internally to the employees and externally to the stakeholders that, in a broad sense, creates the conditions for the business operations (g2),
- understand the necessity of developing a safe culture in the organisation and its consequences, such as converting disagreements and constructive arguments on strategic choices to a foundation for rethinking and innovative processes (g3),
- refer to and display the complex combination of knowledge, skills, attitudes and abilities to act which is needed in management on all levels in comprehensive strategic developing processes in the organisation (g5) and
- display the prerequisites to turn thoughts about the most important challenges from the business into action, and can implement strategy and development processes within the business.

Innhold

The following topics are covered.

- Theoretical development perspectives on strategy as an academic field
- Strategic processes – different perspectives
- Digital influence on strategic processes
- The business' market and competition position
- Generic competition strategies

- Competitor and environmental analyses
- Scenario development and analysis
- Network theories and network strategies—collaboration or competition?
- Internal analysis and recourse-based theory
- Development of structure, business culture and competence which support the

business' goals

- Efficiency goals, incentive systems, measurement parameters, rewards on individual and group levels
- Social responsibilities and normative and empirical ethics

Arbeids- og undervisningsformer

The following teaching methods are used.

- Lectures
- Problem solving
- Tutorial videos
- Case studies

Obligatoriske krav som må være godkjent før eksamen kan avlegges

- Students must pass three out of four mandatory course requirements to be allowed to take the exam.
- 50% attendance in classes is required.

Eksamen

- 7 days individual home exam.

Tillatte hjelpemidler til eksamen

- All resources.

Ansvarlig fakultet

Handelshøgskolen Innlandet - Fakultet for økonomi og samfunnsvitenskap