

## **Business Strategy and Strategic Management** **Affärsstrategi och strategiskt management**

7.5 credits

**Ladok Code:** AE2SM2

**Version:** 1.0

**Established by:** Committee for Education in Business and Working Life 2020-10-21

**Valid from:** Spring 2021

**Education Cycle:** Second cycle

**Main Field of Study (Progressive Specialisation):** Textile Management (A1N)

**Disciplinary Domain:** Social sciences

**Prerequisites:** Bachelor's degree in textile management, textile technology, textile economics, business administration, industrial engineering and management, technology, media or design as well as English B or equivalent knowledge.

**Subject Area:** Leadership, Organisation and Management

**Grading Scale:** Seven-degree grading scale (A-F)

### **Content**

The course deals with business strategies and the scientific field of strategic management. The course deals with the basics of research in strategies, both within business but also in other areas of application. Furthermore, there is specialisation in business strategies and business development with a focus on market positions, business relations, start-ups, joint ventures, sourcing, and mergers. The course also introduces game theory and decision support to the strategic business process. Finally, the course addresses concepts such as open innovation and dynamic capabilities as key elements in a company's long-term ability to create competitive advantages.

### **Learning Outcomes**

After completing the course, the student will be able to;

#### *Knowledge and understanding*

1.1 recount basic concepts within business strategy, strategic management, business development, game theory, decision support, open innovation and dynamic capabilities,

1.2 critically analyse the strategies and objectives of different actors in relation to the actor's position and competitive advantage,

1.3 critically discuss theories, models, and concepts for strategy work, business development, decision support, open innovation, and dynamic capabilities.

#### *Skills and abilities*

2.1 use relevant terminology in the communication of business strategies and market positions,

2.2 use scientific publications and practice-related journals relevant to strategic management, game theory, decision support and business development, in order to analyse and solve practical problems and explain and discuss in writing their own and others' analyses and solutions,

2.3 with the help of the theoretical concepts and models reviewed in the course, analyse and interpret organisations' strategies with respect to management, resource efficiency, propensity for change, adaptability and sustainability.

#### *Evaluation ability and approach*

3.1 with support in relevant theories and previous research, problematise and reflect on the internal strategy work of inter-organisational collaborations,

3.2 based on the course literature, systematically evaluate and make connections with different strategies, business plans, and business models,

3.3 demonstrate the ability to independently identify and formulate problems and plan and develop appropriate solutions to these problems through the use of advanced methods of decision support.

## Forms of Teaching

The teaching is conducted in the form of lectures, laboratory sessions, seminars and individual supervision.

The language of instruction is English.

## Forms of Examination

The course is examined through the following examination elements:

Assignment 1: carried out in groups, presented in writing and orally

Learning objectives: 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 3.1, 3.2, 3.3

Credits: 2,0

Grading scale: U/G

Report: carried out individually, reported in writing

Learning objectives: 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 3.2, 3.3

Credits: 3,5

Grading scale: A-F

Assignment 2: carried out individually, presented in writing and orally (at seminar 1)

Learning objectives: 1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 3.1, 3.2

Credits: 1,0

Grading scale: U/G

Assignment 3: carried out individually, presented in writing and orally (at seminar 2)

Learning objectives: 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 3.1, 3.2

Credits: 1,0

Grading scale: U/G

The grade for the entire course (A-F) determines the grade on the individual report. For the final grade of the entire course, at least a pass of all examination parts is required.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

## Literature and Other Teaching Materials

Rumelt, R.P. (senaste upplagan). *Good strategy, bad strategy: the difference and why it matters*. New York: Crown Business.

Drucker, P.F. (2009). *The Effective Executive: The Definitive Guide to Getting the Right Things Done*. New York: HarperCollins.

In addition to the course literature, research articles are included that the students select in consultation with the course coordinator (max 400 pages).

## Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

## Miscellaneous

The course is a programme course for the Master Programme (One Year) in Textile Management, the Master's Programme in Fashion Management and Marketing, and the Master's Programme in Textile Value Chain Management.