



LUND
UNIVERSITY

School of Economics and Management

FEKH10, Business Administration: Strategic Management - Bachelor Course, 15 credits

*Företagsekonomi: Kandidatkurs i Strategic Management, 15
högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2013-03-01 and was last revised on 2017-10-16. The revised syllabus applies from 2017-10-16, autumn semester 2017.

General Information

This course is an elective course in Business Administration on undergraduate level, 61-90 ECTS. The course can be studied within the Bachelor Programme in Business Administration and Economics, the Degree of Master of Science in Business and Economics – Programme (Civilekonomprogrammet) as well as an independent-subject course.

The course can be given in Swedish/English, students must therefore be able to communicate in Swedish/English both orally and in writing.

Language of instruction: English and Swedish

Main field of studies

Business Administration

Depth of study relative to the degree requirements

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

A passing grade will be awarded to students who:

Knowledge and understanding

- Show knowledge of basic theoretical concepts and models within strategic management.

- Show knowledge in basic research methodologies within strategic management.

Competence and skills

- Have ability to apply basic theoretical concepts and models within strategic management in order to handle advanced problem identification and problem solving.
- Have ability to integrate and understand the connection between the strategic, organizational and operative levels of an organization.
- Have ability to integrate theory and method in execution of empirical studies.

Judgement and approach

- Show capability to independently communicate and argue in favour of a given problem identification and problem solving to other.

Course content

The overall aim of the course is that the students will acquire a working method that will characterize them as action-orientated analysts.

The course will provide theory- and technology-based knowledge within strategic management, and also understanding of the connections between different theories and research methods within strategic management. In that sense, theoretical concepts and models will be related to empirical problems in companies and applied accordingly in analysis and eventually to suggest solutions.

The students will acquire abilities to argue in favour of their standpoints by both written and oral presentation.

After a short introduction of basic concepts and models within economic analysis, the course includes the following four parts:

- Economic organization and the boundaries of the company
- Analysis of market and competition
- Strategic positioning
- Intern organization and control

The course is finished with a survey of relevant research methods within strategic management and exercises in how these are applied in empirical studies.

Course design

Assessment

The teaching consists of lectures, case study-based pedagogics and working with written reports.

The disposition and the examination form of the course require regular presence and continuous work with different assignments.

The examination will be made in written exam, and also by the execution of assignments within the course time frame. Opportunity of re-examination will be

offered in close connection to the course.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

Grade (Definition) Points or % out of maximum points. Characteristic.

A (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.

Entry requirements

Admission to the course requires a successfully completed course in Business administration of 1-30 ECTS credits and that the student has been registered and followed courses of Business administration at the 31-60 credits level.

Further information

The course FEKH10 cannot be combined with FEKA31, FEKA21, FEK521, FEK35, FEKH11 or FEKA53 in a degree

Subcourses in FEKH10, Business Administration: Strategic Management - Bachelor Course

Applies from V12

- 1103 Written Examination, 7,5 hp
Grading scale: Fail, Pass
- 1104 Case Examination, 7,5 hp
Grading scale: Fail, Pass

Applies from H11

- 1101 Case Examination, 7,5 hp
Grading scale: Fail, E, D, C, B, A
- 1102 Examination, 7,5 hp
Grading scale: Fail, E, D, C, B, A