



Skeiðslýsing Strategi – Business Strategy

Heyst 2018

Skeiðsnummar	2297.18
Heiti	Strategi
Title	<i>Business Strategy</i>
ECTS námsstig	10
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Fortreytir	Tann lesandi skal hava gjøgnumført fyrsta árið á útbúgvingini BA í búskaparfrøði ella samfelagsfrøðiligari útbúgving. Fyrir munur er at hava kunneika til virkisbúskaparligu grundarsteinarnar, sum hava verið gjøgnumgingnir t.d. í skeiðinum 'Aðaltættir í Mikro'.
Prerequisites	The student is required to have completed the first year of the BA Economics and Management course or other corresponding Social Science course. It is an advantage to have knowledge about the foundations of business management, as e.g. have been covered in the subject 'Principles of Microeconomics'.
Stig	Bachelorskeið. Kravsskeið á Búskaparútbúgvingini.
Level	<i>Bachelor course. Core course in the BA Economics and Management</i>
Endamál	Endamálið við skeiðnum er at læra tann lesandi at skilja tey strategisku atlitini og møguleikarnar hjá einari fyrritøku, og at skilja hesi í tí ítøkiligum umhvørvinum, sum fyrritøkan virkar í.
Purpose	<i>The objective of the course is to prepare the student to understand the strategic issues and opportunities of a business, and to understand these in the specific business environment in which it operates.</i>
Innihald	Strategi er ein lærugrein, sum er í stöðugari menning, og nýggjar teoriir koma javnan fram. Umframt lærubókina, har tær mest brúktu teoriirnar og metodurnar verða lýstar, verður undirvísingin tí skipað við styttri greinum, framløgum og veruligum cases og venjingum, har tey lesandi verða vand við strategiska hugsan.
Content	<i>Business strategy is a subject which is in constant development, and new theories surface regularly. In addition to the core reading, where the most common theories and methods are being described, the course is organised with short articles, presentations, real cases and exercises, where the students can train their strategic thinking.</i>
Læru- og undirvísingarrhættir	Frálærutímarnir verða nýttir til stuttar fyrilestrar og venjingar og case uppgávur. Studenta framløgur verða gjørdar sambært ætlan. Mælt verður til regluligt og skipað bólkaarbeiði sum liður í fyrireiking.
Learning and teaching approaches	



	<p><i>The class lectures are used for shorter lectures and exercises and cases. Student presentations will also be used in this context. Study groups are recommended as part of the preparations for lectures.</i></p>
<p>Læruúrtøkur</p>	<p>Tann lesandi skal eftir lokið skeið:</p> <ul style="list-style-type: none"> • Hava vitan um høvuðsøkini innan strategi og tær teoretisku metodurnar innan strategiska leiðslu. • Duga at reflektera um vinnustruktur og hvørja støðu tann einstaka fyrirtøkan hevur á marknaðinum. • Hava førleikar at brúka modell til at greina kappingarumhvørvið – altjóða og lokalt – hjá einhvørjari fyrirtøku ella organisatióin. • Hava førleikar at brúka modell til at greina strategiskar móguleikar: hvussu, hvar og á hvønn hátt ein fyrirtøka má kappast. • Duga at meta um og finna keldurnar til kappingarfyrimunir og at greina hesar fyrimunir • Hava førleikar at brúka modell til at greina strategisku valini millum organiskan vøkstur, uppkeyp ella strategiskar alliansur. • Hava førleikar at skipa ta strategisku ráðleggingartilgongdina og implementeringina av strategi, herundir at greina og meta um váðar. • Duga at reflektera um teir best hóskandi hættirnar at leiða fyrirtøkuna/organisatióinina til best at røkka málunum. <p><i>Upon completion of the course, the student shall:</i></p> <ul style="list-style-type: none"> • <i>Possess knowledge about the main issues of strategy and the theoretical methods for strategic management.</i> • <i>Have capability to reflect upon industrial structure and the individual business' position upon that market.</i> • <i>Possess capability to use models to analyze the competitive environment – internationally and locally – of any business or organisation.</i> • <i>Possess capability to use models to analyse strategic opportunities: What, where and how a business must compete.</i> • <i>Know how to discover and assess the sources of competitive advantage and the analyze these advantages.</i> • <i>Possess capability to use models to analyze the strategic options and trade-offs between organic growth, acquisitions or strategic alliances.</i> • <i>Possess capabilities to organize the strategic decisionmaking process and implementation of strategy, including to evaluate and analyze risks.</i> • <i>Ability to reflect upon the best suitable methods to lead the business or organisation to best achieve its purpose.</i>
<p>Próvtøkuháttur</p>	<p>Munnlig próvtøka við framløgu av innlatnari uppgávu á 15 síður. Uppgávan skal viðgera læruúrtøku-evnini, og vísa at tann lesandi hevur skilt eina røð av strategiskum hugtøkum og metodum, og vísa at tann lesandi dugir at brúka hesar metoder uppá ítøkiligar strategiskar trupulleikar.</p>
<p>Assessment method</p>	<p><i>Oral examination with presentation based on written 15 page home assignment. The assignment must address the learning objectives and show that the student has comprehended a series of strategic subjects and methods, and to show that the student is capable to use these methods upon specific strategic issues. In addition to the learning objectives above, the assignment shall have focus on the implementation of strategy.</i></p>



Próvdøming	Próvdøming verður uttansseturs.
Examination	<i>Examination will be external</i>
Próvtalsstigi	7-talsstigin.
Marking scale	<i>7-point grading scale</i>
Ábyrgdari	Jóannes Jacobsen
Course responsible	<i>Jóannes Jacobsen</i>
Lesilisti	Johnson, Whittington, Scholes, Angwin & Regnér: "Exploring Strategy, Text and Cases, 11th edition"; (2017); Pearson; ISBN: 978-1-292-14512-9
Reading	Aðrar viðkomandi greinar og tekstir til at stuðla uppundir bókina 'Exploring Strategy'. <i>Johnson, Whittington, Scholes, Angwin & Regnér: "Exploring Strategy, Text and Cases, 11th edition"; (2017); Pearson; ISBN: 978-1-292-14512-9</i> <i>In addition to this; other relevant articles and texts til support the book 'Exploring Strategy'.</i>