



DEPARTMENT OF BUSINESS ADMINISTRATION

FEK202 Business Administration, Strategy, 7.5 credits

Företagsekonomi, Strategi, 7,5 högskolepoäng

First Cycle

Confirmation

This course syllabus was confirmed by Department of Business Administration on 2019-09-10 and was last revised on 2023-05-29 to be valid from 2023-08-28, autumn semester of 2023.

Field of education: Social Sciences 100%

Department: Department of Business Administration

Position in the educational system

The course is offered as a freestanding course.

The course can be part of the following programmes: 1) European Studies Program (S1EUR), 2) Bachelor's Programme in Logistic management (S1LOG) and 3) Program in Environmental Social Science (S1SMI)

Main field of studies

Business Administration

Specialization

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Entry requirements

Admission to the course requires the student to have completed FEK101 Business Administration, Organization and Leadership, 7.5 credits, FEK102 Business Administration, Marketing, 7.5 credits, FEK103 Business Administration, Financial Accounting, 7.5 credits and FEK104 Business Administration, Management Accounting, 7.5 credits or FEG100 Business Administration 1, 30 credits, or equivalent.

Learning outcomes

On successful completion of the course the student will be able to:

1. Explain and illustrate the content of basic concepts and theories in the field of strategy.
2. Reason critically and independently (aided by the course literature) on strategy problems.
3. Apply basic scientific methods to produce a written report handling specific strategy challenges, as well as communicate and discuss the results.

The qualitative targets for a Degree of Bachelor of Science are related to the course's intended learning outcomes.

Qualitative targets	Learning outcomes
<i>Knowledge and understanding</i>	1+2
<i>Competence and skills</i>	2+3
<i>Judgement and approach</i>	2+3

Course content

With an emphasis on strategy, the format of this course aims to give a wider understanding of organisations and organisation. The course gives an introduction to the development of the theoretical area over time and takes up and discusses basic concepts and strategy perspectives. The first part of the course comprises lectures and independent study of the literature. Part two comprises a written report which the students: work in groups; take part in seminars; are trained to analyse a strategic problem (combining theory and practice in doing so); and, present and discuss the results.

Form of teaching

The course consists of lectures and seminars. Authorship of the written report takes place in a group. Attendance at the final presentation and discussion seminar is compulsory.

Language of instruction: Swedish

Teaching in English may occur.

Assessment

Intended learning outcome 1 is examined via a written exam.

Intended learning outcome 2 is examined via a written report.

Intended learning outcome 3 is examined via a written report and seminar participation.

Compulsory attendance

Active attendance at the final report presentation and discussion seminar is compulsory. Students that fail to attend the final report presentation and discussion seminar are required to carry out an individual supplement task within the prescribed time in order to reach a Pass. A grade of Fail for the written report requires that the report is revised within the prescribed time in order to reach a grade of Pass.

Due to resource constraints, the written report and the final report presentation and discussion seminar can only be performed and assessed within the course dates.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed. The same applies to placements and professional placements (VFU), although this is restricted to just one additional examination session.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

To pass the course, a student must have achieved all learning outcomes. This means a passing grade (A-E) on the written exam and Pass (G) on the written report. The compulsory elements of the course must also be completed. Points on the written exam and written report are added together and translated to grade (A-F) for the course.

Grade (Definition) Characteristic:

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

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

C (Good) 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) The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

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

F (Fail) 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 UG (Fail/Pass).

Course evaluation

A course evaluation is conducted anonymously either digitally via the course website or via a written questionnaire handed out at the last scheduled meeting of the course or in connection with the exam. The results of the evaluation are to be communicated to students via the course committee and course website.

The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.