



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 2020-02-25 to be valid from 2020-08-31, autumn semester of 2020.

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 academic essay 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 an academic essay in 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 academic essay takes place in a group. Attendance at the final essay 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 an academic essay.

Intended learning outcome 3 is examined via an academic essay and seminar

participation.

Active attendance at the final essay presentation and discussion seminar is compulsory. Students that fail to attend the final essay 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 academic essay requires that the essay is revised within the prescribed time in order to reach a grade of Pass.

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

If the student has been granted special educational support from the University of Gothenburg because of a disability, the examiner has the right to offer the student an adapted test.

If a student, who has failed the same examined element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

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, though at most two years after the course has ceased/been changed.

Grades

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

For a passing grade of the course, a passing grade must be assigned for all intended learning outcomes. This means a passing grade (A-E) on the written exam and Pass (G) on the academic essay. The compulsory elements of the course must also be completed. Points on the written exam and academic essay 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.