



COURSE SYLLABUS

Strategi och affärsmodeller inom teknikintensiv verksamhet Strategy and Business Models in Technology-intensive Businesses 7.5 credits (7,5 högskolepoäng)

Course code: IY1443

Main field of study: Industrial Economics and Management

Disciplinary domain: Technology

Education level: First cycle

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

Subject area: Industrial Engineering and Management

Language of instruction: English

Applies from: 2021-01-18

Approved: 2020-10-01

1. Decision

This course is established by Dean 2020-05-06. The course syllabus is approved by Head of Department of Industrial Economics 2020-10-01 and applies from 2021-01-18.

2. Entry requirements

Completed courses of 30 credits in technology of which at least 6 credits in industrial economics and management.

3. Objective and content

3.1 Objective

The course aims to develop the student's knowledge of strategy and business models, as well as the connection between them, and with a focus on technology-intensive businesses. The course also aims to develop the student's ability to use appropriate models and tools to analyze and develop strategies and business models within technology-intensive businesses.

3.2 Content

The course is introduced with an overview of the different schools of strategic management. Starting with the classical strategic management theory and extend to frameworks such as "resource-based view", "knowledge-based view" and "attention-based view" on different resources and competences as the key basis for competitiveness. The course moves to the digital era where practical and ethical issues pose new challenges to the strategic managers of today. The course uses theory and research to explore ways in which the contextual element of business models may be understood and acted upon. To highlight the differences in demands on the leadership in technology-intensive business, different leadership styles in big corporations as well as in small new ventures with quite different types of objectives are discussed.

4. Learning outcomes

The following learning outcomes are examined in the course:

4.1 Knowledge and understanding

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

- grasp key concepts in strategic management research and practice.
- understand strategic decision making in knowledge and technology intensive industries.
- understand implications of digitalization on strategy, organizational structure and business models in technology-intensive industries.

4.2 Competence and skills

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

- use theories, models and concepts to analyze complex practical issues and suggest appropriate solutions.
- integrate different models and concepts in a coherent analysis of a strategic situation.
- present their analysis and conclusion by using the theoretical foundation; articulate their argument clearly and unambiguously to a top management team.

4.3 Judgement and approach

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

- integrate theories learnt from the course into coherent problem solving or analysis and draw adequate conclusions from the problem solving or analysis.
- competently and convincingly develop recommendations to strategic action in a technology-intensive business environment.

5. Learning activities

Lectures are the basic element of the course, with lots of discussions and two specific group assignments. Examination is based on both the two group assignments and an individual home exam.

6. Assessment and grading

Modes of examinations of the course

Code	Module	Credits	Grade
2105	Oral presentation	1.5 credits	GU
2115	Written report	2 credits	GU
2125	Take-home examination	4 credits	AF

The course will be graded A Excellent, B Very good, C Good, D Satisfactory, E Sufficient, FX Fail, supplementation required, F Fail.

The course-PM for each course revision should include the assessment criteria and make explicit in which modes of examination that the learning outcomes are assessed.

An examiner can, after consulting the Disability Advisor at BTH, decide on a customized examination form for a student with a long-term disability to be provided with an examination equivalent to one given to a student who is not disabled.

7. Course evaluation

The course evaluation should be carried out in line with BTH:s course evaluation template and process.

8. Restrictions regarding degree

The course can form part of a degree but not together with another course the content of which completely or partly corresponds with the contents of this course.

9. Course literature and other materials of instruction

John Gibe and Thomas Kalling, Business Models and Strategy, ISBN 9789144129808, Studentlitteratur

A list of articles will be used as course compendium