



COURSE SYLLABUS

Strategi och styrning Strategy and Control 7.5 credits (7,5 högskolepoäng)

Course code: IY2610

Main field of study: Industrial Economics and Management

Disciplinary domain: Technology

Education level: Second cycle

Specialization: AIF - Second cycle, has second cycle course/s as entry requirements

Subject area: Industrial Engineering and Management

Language of instruction: English

Applies from: 2020-01-20

Approved: 2019-12-05

1. Decision

This course is established by Dean 2018-11-28. The course syllabus is approved by Head of Department of Industrial Economics 2019-12-05 and applies from 2020-01-20.

2. Entry requirements

Admission to the course requires, Bachelor degree in science in engineering including a degree project of 7.5 credits. In addition, 15 credits in mathematics/applied mathematics on basic/advanced level, 5 credits in Industrial Economics and Organization or Business Economics and English 6 and 2 years of work experience.

3. Objective and content

3.1 Objective

The aim of the course is to enable students to develop knowledge of theories and models within the fields of strategy and incentive theory and their impact on the long-term performance of a company.

3.2 Content

The course deals with the areas of comparative advantage, industry analysis, game theory models of competition, technology strategies, incentive theory and different types of performance indicators. The aim of the course is to enable students to develop knowledge of theories and models within the fields of strategy and incentive theory and their impact on the long-term performance of a company.

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:

- account for the links between industry analysis and corporate strategies
- account for the background causes of the comparative advantage of a company
- account for the dynamic impact of the actions of competitors on the strategic room for manoeuvre of a company
- account for the links between strategies, performance indicators and incentives

4.2 Competence and skills

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

- formulate and communicate relevant strategies for a company with regard to its financial context
- define relevant performance indicators for a company with regard to a certain strategy
- execute appropriate industry analyses
- design relevant incentive structures for staff with regard to a certain strategy
- communicate the knowledge acquired on the course in English
- write academic reports based on the course content

4.3 Judgement and approach

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

- demonstrate insight into different schools of strategy and the relationship between them
- apply relevant theories and models in different market contexts, e.g. high and low technology industries
- assess the impact of different incentive structures in different situations

5. Learning activities

The teaching consists of online lectures and learning activities such as study of the required reading and work on assignments.

6. Assessment and grading

Modes of examinations of the course

Code	Module	Credits	Grade
2005	Written assignment 1	1.5 credits	AF
2015	Written assignment 2	1.5 credits	AF
2025	Written assignment 3	1.5 credits	AF
2035	Written report	3 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

Basenko, David, Dranove, David, Schanley, Mark (latest edition). Economics of strategy. John Wiley and Sons. International student edition

Other materials: Scientific articles of maximum 300 pages and Case studies

10. Additional information

This course replaces the course IY2590