

# Corporate Strategies

Programme course

6 credits

Affärsstrategier

TEIE72

Valid from: 2017 Spring semester

**Determined by**  
Board of Studies for Industrial  
Engineering and Logistics

**Date determined**  
2017-01-25

## Main field of study

Industrial Engineering and Management

## Course level

Second cycle

## Advancement level

A1X

## Course offered for

- Design and Product Development
- Industrial Engineering and Management - International, M Sc in Engineering
- Industrial Engineering and Management, M Sc in Engineering

## Entry requirements

Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

## Prerequisites

Industrial engineering and management, industrial organization, economic analysis, operations management and marketing.

## Intended learning outcomes

The course aims to give a holistic view of the company and its corporate and business strategies. After the course the students should be able to:

- Explain and compare different strategic perspectives.
- Analyse strategic choices made by different companies from a growth and profitability viewpoint.
- Reflect over consequences and effects of different strategic choices.

## Course content

Corporate and business unit strategies. The company and the annual report. Strategic planning, meaning and concepts. Alternative strategies and experiences from leading companies. A case study of a large international company.

## Teaching and working methods

The course comprises lectures and one compulsory case study. It is necessary to be present and take an active part in the case study, which includes a written report.

## Examination

PRA2	Written report	4 credits	U, 3, 4, 5
KTR2	Written examination	2 credits	U, G

## Grades

Four-grade scale, LiU, U, 3, 4, 5

## Department

Institutionen för ekonomisk och industriell utveckling

## Director of Studies or equivalent

Johan Holtström

## Examiner

Staffan Brege

## Course website and other links

<http://www.iei.liu.se/indek/utbildning/industriell-ekonomi/teie72?l=sv>

## Education components

Preliminary scheduled hours: 34 h

Recommended self-study hours: 126 h

## Course literature

### Additional literature

#### Books

(1995) *Strategy: Process, Content, Context -- An International Perspective*  
(Book)

<searchLink fieldCode="JN" term="%22Long+Range+Planning%22">Long  
Range Planning</searchLink>. Feb95, Vol. 28 Issue 1, p129-129. 1/8p.

## Common rules

Regulations (apply to LiU in its entirety)

The university is a government agency whose operations are regulated by legislation and ordinances, which include the Higher Education Act and the Higher Education Ordinance. In addition to legislation and ordinances, operations are subject to several policy documents. The Linköping University rule book collects currently valid decisions of a regulatory nature taken by the university board, the vice-chancellor and faculty/department boards.

LiU's rule book for education at first-cycle and second-cycle levels is available at [http://stydokument.liu.se/Regelsamling/Innehall/Utbildning\\_pa\\_grund-\\_och\\_avancerad\\_niva](http://stydokument.liu.se/Regelsamling/Innehall/Utbildning_pa_grund-_och_avancerad_niva).