



# ME2718 Management and Strategy 7.5 credits

Management och strategi

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

## Establishment

Course syllabus for ME2718 valid from Autumn 2014

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

Higher education about at least 120 credits of which at least 60 credits within economics or technology, and documented knowledge in English B, or the equivalent.

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

On completion of the course, the student should be able to

- carry out coherent analysis of how competitiveness is created and maintained with specific emphasis of the conditions that applies for knowledge and technology intensive companies
- analyse technical development and innovation as threat and possibility in the strategic work
- analyse a company's dilemmas within strategic decision making as a consequence of changed cost structures
- discuss coordination and control problems
- analyse effects of irrevocable strategic decisions around expansion and pricing
- analyse strategic implications of changed market structure
- analyse the preconditions for diversification of product range through development in production or purchase

## Course contents

Course focuses on how to develop and implement a coherent strategy in today's industry with specific emphasis on the conditions that apply for knowledge and technology intensive companies. The main fields of study for the course are:

- Analysis of the surrounding competitive environment
- Analysis of industrial structures and how these emerge
- Economies of scale and economies of scope
- Discussion on resources and capacities
- Discussion on creating and maintaining competitive advantages
- Organizational transformation and structural change

These main fields of study are discussed based on modern research and with support of a number of shorter case studies that are based on contemporary industrial problems, mainly with Swedish background.

There is an even distribution between lectures and seminar activities.

## Course literature

Besanke, Dranove, Shanley, Schaefer: Economics of Strategy (latest edition). Wiley.

## Examination

- TEN1 - Mid Term Exam, 1.5 credits, grading scale: P, F
- TEN2 - Final Exam, 4.5 credits, grading scale: A, B, C, D, E, FX, F
- ÖVN1 - Assignment, 1.5 credits, grading scale: P, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.