

Courses in English Course Description

Department	09 Engineering and Management
Course title	Strategic Planning for Engineers
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	After successful completion of the course a student has a good working knowledge, both theoretically and in practical application, and can therefore devise a strategy and apply his/her knowledge in a real-life practical strategy making session.
Prerequisites	Enthusiastic attitude towards learning strategy and active contribution during discussions and team works. N.B. Results can only be as good as the effort put into it. Please note! THIS IS A MASTER-LEVEL INTENSIVE COURSE (Blockkurs).
Recommended reading	Johnson, G. – Whittington, R. - Scholes, K. – Angwin, D. & Regnér, P. (2014) Exploring Strategy, Text and Cases. 10th edition, Pearson, Harlow. Lynch, R. (2015) Strategic Management. 7th edition, Pearson, Harlow. Trott, P. (2017) Innovation Management and New Product Development. 6th edition, Pearson, Harlow. Alternatively/additionally you can resort to university library's recent e-books on "strategic planning / strategic management." Worthwhile E-book platforms; Dawsonera, Ebrary, Ebsco, Emerald Management, ScienceDirect (Elsevier).
Teaching methods	Interactive lectures and discussions. Creation of a case company strategy in workshops, with discussions.
Assessment methods	Written team-based strategy document (80 %), and individual learning diary and active contribution during the lectures and in team work (20 %).
Language of instruction	English
Name of lecturer	Prof. Dr. Dr. Henrik Ramste
Email	ramste@hm.edu
Link	
Course content	The course follows a case-based approach for a start-up company including the fundamentals of effective strategy creation and implementation. This approach links the theoretical concepts and constructs of strategy into real-life organisations' problems that need to be solved. This way the student's learning needs are met with in the best possible way. This case-driven course to developing a strategy for a company, and implementing it, is best suited to students with at least some years of work experience in an expert or managerial position on any organisational level, or for students aspiring to such positions. The strategy creation is a team-based effort as it is in any real life context.
Remarks	