

## Organizational Strategy (H002029)

Course size (nominal values; actual values may depend on programme)

Credits 4.0 Study time 120 h Contact hrs 25.0 h

Course offerings and teaching methods in academic year 2018-2019

A (semester 1)	Dutch	lecture	15.0 h
		practicum	10.0 h

Lecturers in academic year 2018-2019

Weijters, Bert	PP09	lecturer-in-charge
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Offered in the following programmes in 2018-2019

	crdts	offering
<a href="#">Bachelor of Arts in Moral Sciences</a>	4	A
<a href="#">Bachelor of Arts in Philosophy</a>	4	A
<a href="#">Master of Science in Psychology (main subject Personnel Management and Industrial Psychology)</a>	4	A

Teaching languages

Dutch

Keywords

management, marketing, organization, strategy

Position of the course

In the programmes Bachelor of Arts in Moral Sciences, Bachelor of Arts in Philosophy, Master of Science in Psychology (main subject Personnel Management and Industrial Psychology): This course deepens the strategic and market oriented aspects of psychology (introduced in the course introduction to industrial psychology).

Contents

This class addresses the following themes:

- 1 Organizations and strategic management
- 2 Formulating a marketing strategy
- 3 Implementing a marketing strategy

Initial competences

Inleiding tot de bedrijfspsychologie

To check if there is any succession on this course, please refer to [www.fsappw.ugent.be](http://www.fsappw.ugent.be) and follow the "Opleidingsinfo" > "volgtijdelijkheid" link in the menu above. (Succession = criteria that need to be met before you can start this course.)

Final competences

- 1 Being aware of the importance of strategy for organizations
- 2 Explain the process of strategy formulation
- 3 Formulate a business model for a product or service
- 4 Perform an analysis of opportunities, threats, strengths and weaknesses of an organization
- 5 Perform an industry analysis
- 6 Formulate a market positioning
- 7 Formulate practically relevant and substantiated recommendations for the strategy of a company
- 8 Collaborate on a strategic marketing plan
- 9 Report and present a strategic marketing plan

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

#### Conditions for exam contract

This course unit cannot be taken via an exam contract

#### Teaching methods

Lecture, practicum

#### Learning materials and price

Hand outs of slides and academic articles.

Estimated cost: 10 EUR

#### References

- Magretta, J. (2011). *Understanding Michael Porter: The essential guide to competition and strategy*. Harvard business press.
- Frambach, Ruud T., & Edwin J. Nijssen (2013). *Marketingstrategie*, 5<sup>e</sup> editie. Noordhoff Uitgevers B.V.

#### Course content-related study coaching

- Interactive support through Minerva
- By appointment

#### Evaluation methods

end-of-term evaluation and continuous assessment

#### Examination methods in case of periodic evaluation during the first examination period

Written examination

#### Examination methods in case of periodic evaluation during the second examination period

Written examination

#### Examination methods in case of permanent evaluation

Participation, assignment, report

#### Possibilities of retake in case of permanent evaluation

examination during the second examination period is not possible

#### Extra information on the examination methods

NPE: In multiple sessions, students work on a marketing strategy for an innovation. Presence and active participation for four practicals is required and will be evaluated during the practicals and based on final report and presentation.

#### Calculation of the examination mark

The periodic evaluation counts for 70% and the permanent evaluation for 30% of the total score.

In order to pass the course students have to obtain a final score of at least 10/20 and have to obtain at least the equivalent of 8/20 on all parts of the evaluation. In that case, final scores of 10/20 and above will be reduced to the highest fail quotation (9/20). Students will not be deliberated if they obtain an equivalent of 8/20 on at least one part of the evaluation. In that case final scores of 8/20 and above will be reduced to the highest non-deliberative quotation (7/20).