

*Designed for senior managers – and those who want to become one – this programme requires an understanding and knowledge of key business tools and techniques. It will help managers to develop a strategic understanding beyond their functional speciality.*



## MSc in Strategic Planning

MSc in Strategic Planning är en internationell examensutbildning av toppkvalitet. Du genomför programmet på distans (online) och får stöd av Executive Management Institute.

- **Flexibelt**
- **Internationellt**
- **Krävande**
- **Karriärförbättring**

### För vem

MSc in Strategic Planning vänder sig framför allt till dig som vill ha en specialistkompetens inom strategisk utveckling. Du utvecklar dina kunskaper för att verka in en internationell miljö.

### Fördelar

Utvecklar din strategiska förmåga.  
Du omsätter kunskapen direkt i praktiken.  
Du får en internationell examen från ett av världens ledande universitet.  
Du får ett gediget material.  
Du får ett starkt stöd via webben.  
Du väljer studietakt.  
Stärker din karriärutveckling - garanterat!

### Omfattning:

- Programmet är upplagt för distansstudier.
- Fem obligatoriska och fyra valbara moduler.
- Varje modul kräver totalt 150-200 studietimmar.

- Tentamen sker under överinseende av Edinburgh Business School fyra tillfällen per år världen över.

### Flexibelt upplägg

Du får stor flexibilitet med hur du vill lägga upp studierna. Du läser på distans eller med hjälp av seminarier samt att du avgör när du själv är mogen att ta tentamen i aktuell modul.

Litteraturen är mycket välskriven av professorer från ledande universitet från USA och Europa. Du har tillgång till välutvecklade kursidor samt att all litteratur finns även i elektroniskt format.

### Moduler

- Competitive Strategy
- Making Strategies Work
- Project Management
- Strategic Planning
- Strategic Risk Management

### Du väljer fyra av nedan moduler

- Alliances and Partnerships
- Corporate Governance
- Leadership
- Mergers and Acquisitions
- Research Methods for Business and Management
- Strategic Negotiation

### Program

MSc in Strategic Planning, distans. 90 ECTS.

### Inriktning

Internationell affärsinriktning.  
Valbar specialinriktning.

### Undervisningsspråk

Litteratur och tentamen är på engelska.

### Antagningskrav

Kandidatexamen eller motsvarande. Goda kunskaper i engelska.

### Programstart

Löpande starter. Fyra tentamens-tillfällen/år

### Programlängd

Nio moduler.

### Nivå

Level 7 (enligt EU referensram)

### Internationellt samarbete

Edinburgh Business School  
- Heriot-Watt University  
(Storbritannien).

### Programavgift (exkl moms)

MSc in Strategic Planning,  
Distance Learning SEK 99.000  
Pay as you go, dvs delbetalat  
vartefter du genomför moduler,  
tex SEK 33.000 + 33.000 +  
33.000. Tentamentavgifter  
tillkommer.



## Core modules

### Competitive Strategy

It looks at alternative directions (e.g. vertical moves, new markets and technologies, international expansion) and alternative means for pursuing these directions (e.g. internal expansion, acquisition, alliance). Competitive strategy develops a set of analytical approaches and tools to help formulate and evaluate these strategies topic by topic. It aims to provide a unified and integrated framework to assist strategy formulation.

### Making Strategies Work

Today, a key preoccupation of executives in most organisations is how to make their intended strategies work in practice. There is no shortage of good strategic planning but the issues surrounding how to implement strategies are understood less well. This course explores the key challenges facing senior managers seeking to execute strategy. It introduces a practical and rigorous process to drive from conceptual plans through to the concrete actions that deliver results.

### Project Management

Implementing organisational change can be visualised as a project with time, cost and quality trade-offs. Project management tools and techniques are essential in keeping change processes on track. If you don't realise that organisational processes are actually projects, you may get nasty surprises when things turn out unexpectedly. Rigorous project management techniques will not solve all problems but they do clarify the process of achieving the project's goals.

### Strategic Planning

The major problem facing chief executives is to make sense of a spectrum of information and apply appropriate tools and techniques in driving an organisation through a complex and continually changing competitive environment. The complexity of real life can be structured as a process involving objective setting, analysing competitive positioning, choosing a strategy, implementing it and adapting to feedback over time.

### Strategic Risk Management

Corporate risk is typically regarded as equivalent to financial risk. This is a major error because financial risk is only one element

## Elective modules (four courses required)

of an organisation's risk profile. Other risks include change risk, operational risk and unforeseeable risk. Taken together they can be classed as strategic risk, and the question is then how to manage risk in all its dynamic complexity. There is a huge difference between understanding risk and managing risk. This course provides a unique tool kit for all managers who have to confront risk issues.

### Elective Modules

#### Alliances and Partnerships

Strategic alliances offer the potential advantages of combining resources and sharing customer bases without the potential disadvantages of control dilution and cultural resistance.

#### Corporate Governance

The Board must ensure the law is adhered to while simultaneously ensuring that strategies for long term success are set and implemented but doing both successfully can be very difficult to achieve.

#### Mergers & Acquisitions

It is well known that mergers and acquisitions rarely result in an effective outcome in terms of creating shareholder value.

#### Leadership

This course is designed to enable you to understand theories, issues and tools of leadership in order to develop yourself as a leader and develop leadership in your organisation.

#### Research Methods for Business and Management

Example of topics covered included: Research methods and your dissertation, the project process and semistructured primary data techniques.

#### Strategic Negotiation

The focus of Strategic Negotiation is on the generation and implementation of negotiation strategy.

