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 4

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).

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

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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