

THE STRATEGY AND MANAGEMENT PROFILE

Professor in Strategy
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*Just tell me how
resources are
allocated and how you
spend your time, and I
can pretty much tell
what your company's
real strategy is.
(Gary P. Pisano, 2019)*







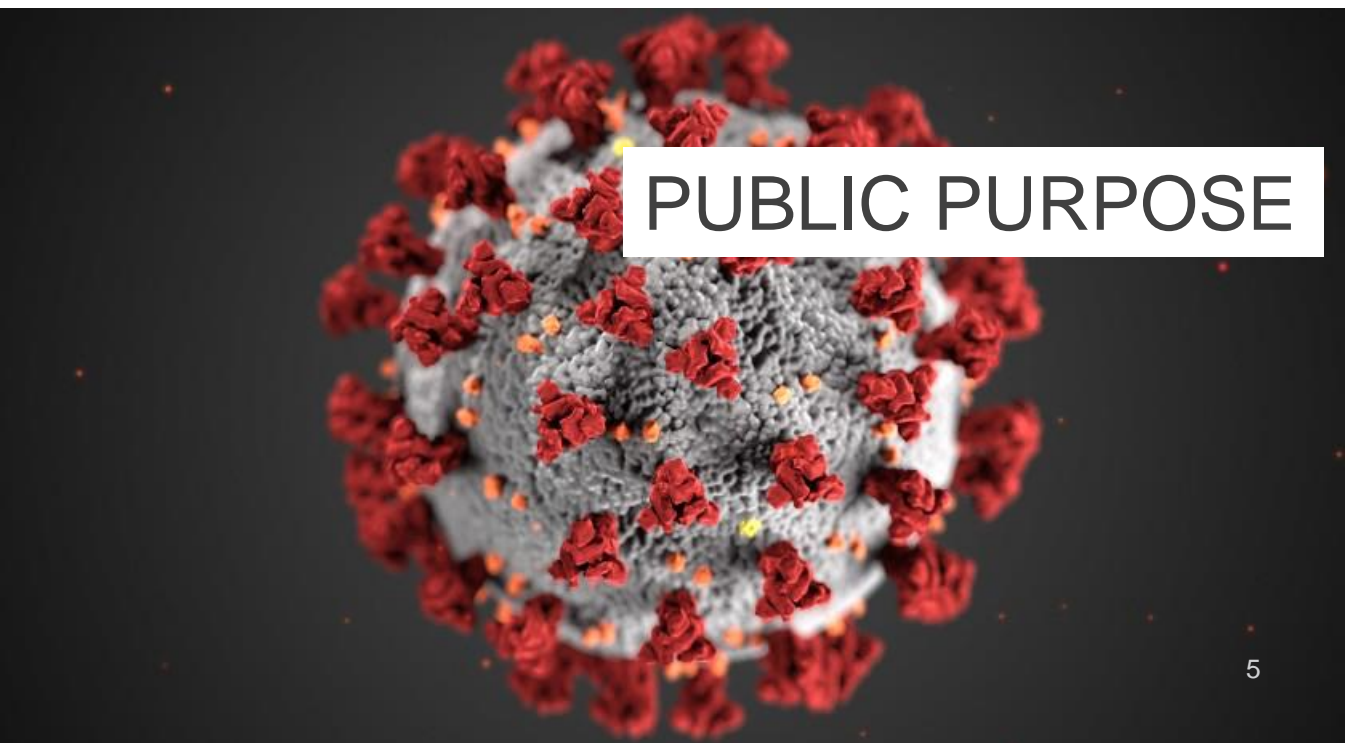
A STRATEGY IS A COMMITMENT TO COHERENT, MUTUALLY
REINFORCING POLICIES OR BEHAVIORS AIMED AT ACHIEVING A
SPECIFIC GOAL.



PROFIT SEEKING



SUSTAINABILITY



PUBLIC PURPOSE

WHY DO SOME FIRMS PERFORM BETTER THAN OTHERS?



ANALYSING THE ENVIRONMENT

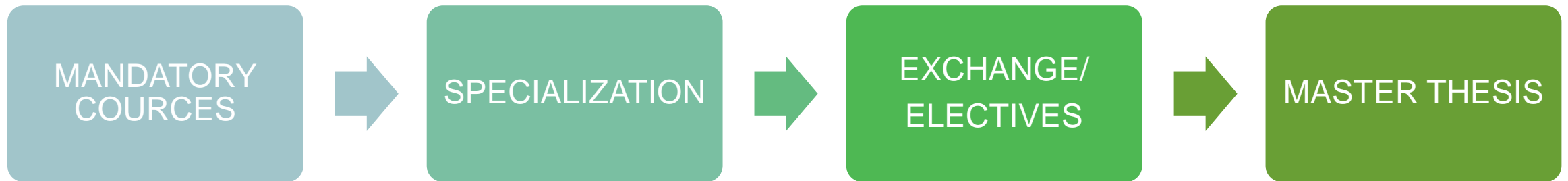


NHH



UNDERSTANDING WHAT MAKES ORGANIZATIONS TICK

FOUR BUILDING BLOCKS IN THE STRATEGY PROFILE





2(3) MANDATORY COURSES



MANDATORY

STRATEGIC ANALYSIS
BUSINESS RESEARCH METHODS
STRATEGY IN PRACTICE –
WILL BE OFFERED FROM 2021



SUGGESTIONS FOR SPECIALIZATION

LEADERSHIP AND CHANGE
DIGITALIZATION FOR GROWTH
STRATEGIC ANALYTICS AND ANALYSIS
ENTREPRENEURSHIP

THE TRACKS ARE NOT MANDATORY, BUT
ARE RECOMMENDATIONS

STUDENTS ARE FREE TO MIX AND MATCH



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LEADERSHIP AND CHANGE

LEADERSHIP AND CHANGE

STR 425 Negotiations (N)*

STR 437 Team and team management (N)

STR 460 Managing change and innovation (*)

STR 456 Leadership and psychology (N)

STR 446 Process management (N)

STR 447 Human resource management (N)

STR 435 Personnel Economics

STR 455 Knowledge as basis for strategy and
competitive advantage (N)

STR 445 Human capital, mobility and diversity in firms

INB 400 Global strategy and management

INB 422 International Strategy

A conceptual image featuring a human hand reaching out from the left towards a glowing, wireframe globe on the right. The globe is composed of a network of white dots connected by thin lines, representing a digital or global network. The background is a blurred cityscape at night with blue and white lights. A semi-transparent dark blue rectangle is positioned behind the text.

DIGITALIZATION FOR GROWTH

DIGITALIZATION FOR GROWTH

The background image features a hand reaching out from the bottom left towards a glowing, wireframe globe. The globe is composed of a network of white dots connected by thin lines, representing a digital or global network. The scene is set against a dark blue background with soft, out-of-focus light spots, creating a high-tech, futuristic atmosphere.

STR 453 Digitalization (N)

STR 459 Artificial Intelligence and robotization (N)*

STR 446 Sustainable Business Models

NBD 409 Value creation by design

NBD 412 Platform-based business models

MBM431 Commercialization of Innovation

ETI 450 Corporate social responsibility



STRATEGIC ANALYSIS AND ANALYTICS

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STRATEGIC ANALYSIS AND ANALYTICS

STR 421 Competitive strategy

BUS 441 Analysis of competition (N)

STR 452 Strategy with Finance

STR 458 Cooperative strategies

STR 453 Digitalization (N)

NBD 404 R&D and business models

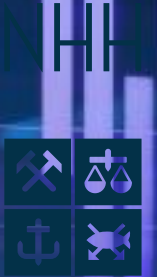
NBD 412 Platform-based business models

NBD 404 R&D and intellectual property

BAN 401 Applied programming and data analytics for business

BAN 404 Predictive analysis with R

ECN 431 Applied data analysis for of firm's strategy and competition





ENTREPRENEURSHIP

ENTREPRENEURSHIP



NBD 405 Entrepreneurship in practice
NBD 406 Strategic Entrepreneurship
NBD 404 R&D and intellectual property
NBD 409 Value creation by design
NBD 413 Technology adaption and consumer psychology
FIE 457 Entrepreneurial Finance
MBM431 Commercialization of Innovation
STR 425 Negotiations (N)*



Mandatory	LEADERSHIP AND CHANGE	DIGITALIZATION FOR GROWTH	STRATEGIC ANALYSIS AND ANALYTICS	ENTREPRENEURSHIP
STR 404 Strategic Analysis	STR 425 Forhandler *	STR 453 Digitalisering	STR 421 Competitive strategy	NBD 405 Entrepreneurship in practice (students can choose this instead of «Strategy in Practice»)
STR 402A Business Research Methods	STR 437 Team og teamledelse *	STR 459 Kunstig intelligens og robotisering *	BUS 441 Konkurransanalyse	NBD 406 Strategic Entrepreneurship
Strategy in Practice (From Autumn 2021)	STR 460 Managing change and innovation *	STR 446 Sustainable Business Models	STR 452 Strategy with Finance	NBD 404 R&D and intellectual property
	STR 456 Ledelse og lederpsykologi	NBD 409 Value creation by design	STR 458 Cooperative strategies	NBD 409 Value creation by design
	STR 446 Prosessledelse	NBD 412 Platform-based business models	NBD 404 R&D and intellectual property	NBD 413 Technology adaption and consumer psychology
	STR 447 Human resource management (N)	MBM431 Commercialization of Innovation	STR 453 Digitalisering	FIE 457 Entrepreneurial Finance
	STR 435 Personalpolitikk og incentiver	ETI 450 Corporate social responsibility	NBD 412 Platform-based business models	MBM431 Commercialization of Innovation
	STR 455 Kunnskap som basis for strategi og konk.fortrinn		BAN 401 Applied programming and data analytics for business	STR 425 Forhandler *
	INB 400 Global strategy and management		BAN 404 Predictive analysis with R	
	INB 422 International strategy		ECN 431 Applied data analysis for of firms strategy and competition	
	STR 445 Human capital, mobility and diversity in firms			

Blue: Autumn courses

Red: Spring courses

Black: All year courses

* Star: Cap on student numbers

Italics: Reoccurring course

What do STR-people work with after NHH?



«My STR-degree helped me understand why and how some firms succeed while others don't. This has been essential for my job as a strategy advisor in DNB and Telenor»

Marte Ruud Sandberg

Communication advisor for the CEO, Telenor
Former corporate trainee, DNB
NHH 2012 (STR & Exchange)



«Strategy has proved itself to be the most demanding and challenging issue in practice. I think strategy represents the ultimate combination of general business understanding and number crunching.»

Lasse Jamt,

Konsulent, AT Kearney
NHH 2014 (STR & BUS)



«For me, strategy is about business understanding, and about understanding what lies «behind» the numbers. I use insight from my strategy studies every day as transaction advisor in PWC».

Øyvind Kvinge

Manager, PWC Deals
NHH 2010 (STR & BUS)



«The STR-degree has given me a unique point of view in my daily work with developing Norway's largest bank. The balance between quantitative and qualitative courses, and the competence it gave me, is my biggest advantage in this job.»

Johanne Amundsen Wik

Corporate Trainee, DNB
NHH 2014 (STR & Exchange)

What do STR-people work with after NHH?



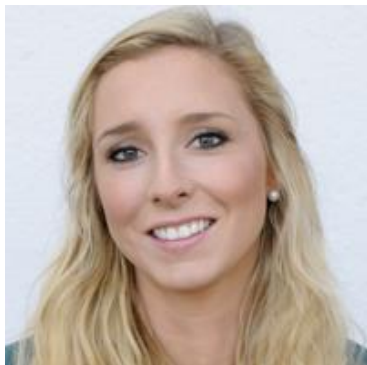
«The STR-major gave me a solid «academic confidence» and an profound understanding of market competition. The use of cases and real life examples made it easy to go from theory to practice once I started working»

Øyvind Giske Rostrup
Manager, EY
NHH 2010 (STR & BUS)



«Strategy is an important part of my job as a brand manager. I use knowledge from my STR-master in everything from brand building and positioning, to competitor analysis, and it has made me capable of understanding the broader picture»

Ingrid Humlung
Produktsjef SKYR, Kavli
NHH 2012 (STR & FIN)



«As a consultant in EY I have to be analytical, and understand how organizations and the people who work in them function. The STR-major from NHH gave me the knowledge I needed to master this in the best way possible»

Christina Moe Gjerde
Konsulent, EY
NHH 2015 (STR & Utveksl)



«The combination of «softer» strategy subjects such as change management, and more technical subjects from my minor in BUS, made me very well equipped to solve complex challenges for our customers»

Øystein E. Christoffersen
Senior Analyst, Accenture
NHH 2013 (STR & BUS)



WELCOME TO THE STRATEGY PROFILE