

THE STRATEGY AND MANAGEMENT PROFILE

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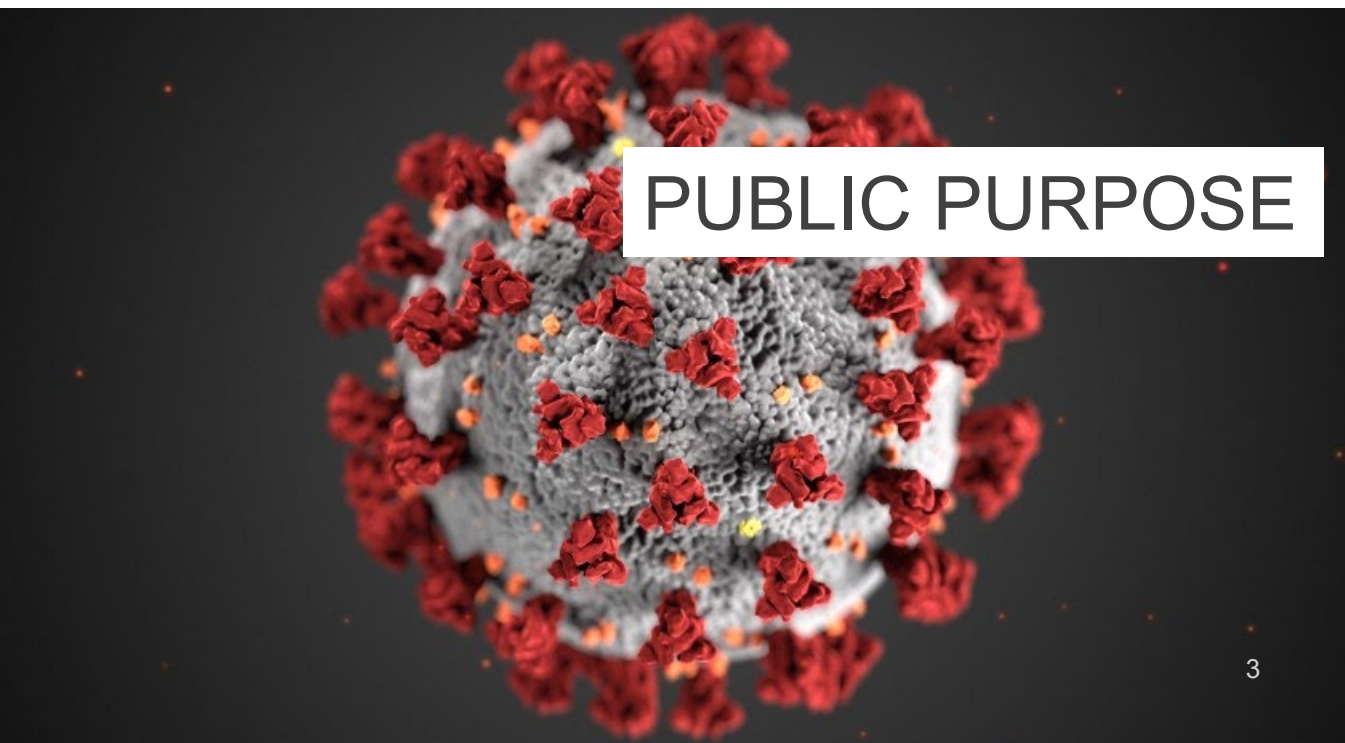
A STRATEGY IS A COMMITMENT TO COHERENT, MUTUALLY REINFORCING POLICIES OR BEHAVIORS AIMED AT ACHIEVING A SPECIFIC GOAL.



PROFIT SEEKING




SUSTAINABILITY



PUBLIC PURPOSE

WHY DO SOME FIRMS PERFORM BETTER THAN OTHERS?





UNDERSTANDING AND ANALYSING THE VUCA ENVIRONMENT

NHH





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UNDERSTANDING WHAT MAKES ORGANIZATIONS TICK

HOW CAN COMPANIES SUCCEED IN UPSCALING?



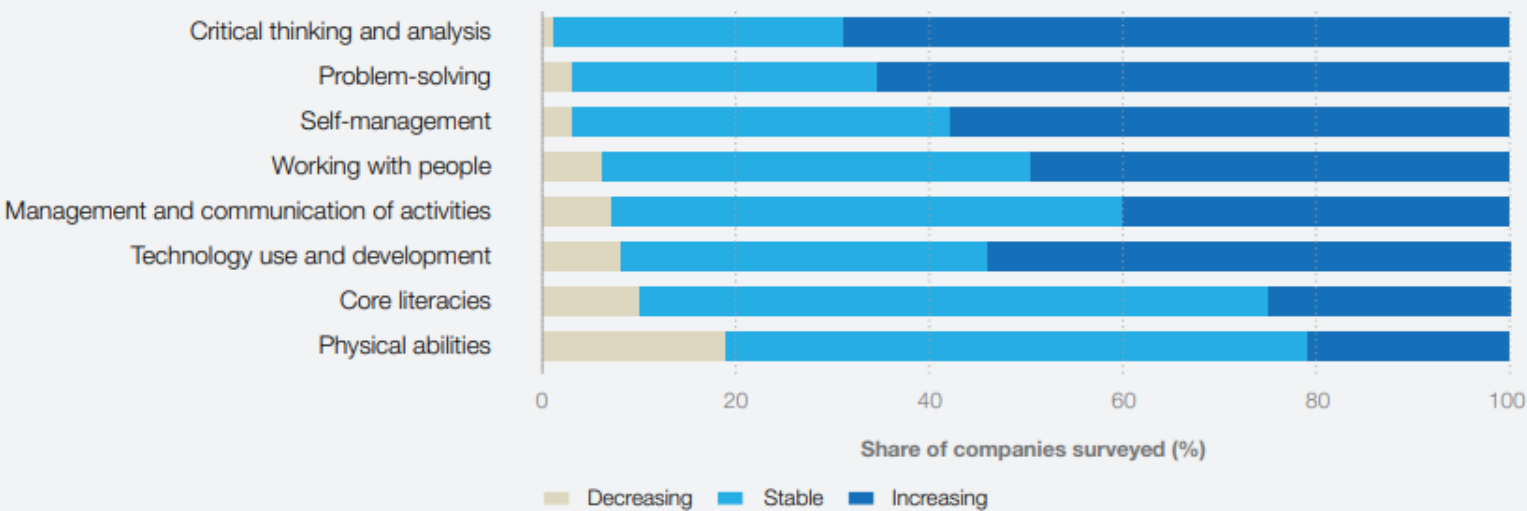
FIGURE 27

Perceived skills and skills groups with growing demand by 2025, by share of companies surveyed

NHH



A. Relative importance of different skill groups



B. Top 15 skills for 2025

1	Analytical thinking and innovation	9	Resilience, stress tolerance and flexibility
2	Active learning and learning strategies	10	Reasoning, problem-solving and ideation
3	Complex problem-solving	11	Emotional intelligence
4	Critical thinking and analysis	12	Troubleshooting and user experience
5	Creativity, originality and initiative	13	Service orientation
6	Leadership and social influence	14	Systems analysis and evaluation
7	Technology use, monitoring and control	15	Persuasion and negotiation
8	Technology design and programming		

Source
Future of Jobs Survey 2020, World Economic Forum.



WHAT KIND OF WORK DOES THE STRATEGY PROFILE QUALIFY FOR?



«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.»

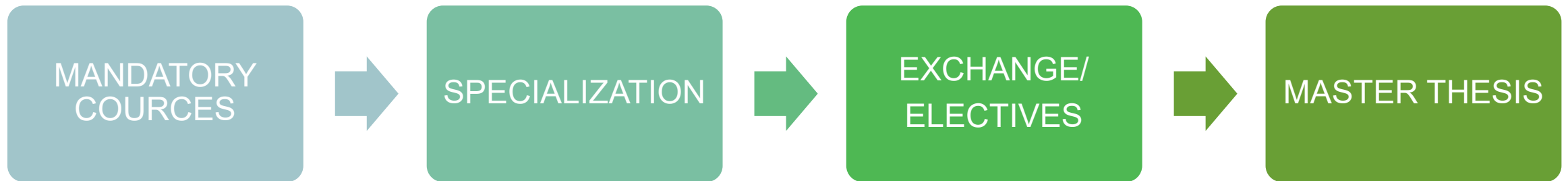
Johanne Amundsen Wik
Corporate Trainee, DNB
NHH 2014 (STR & Exchange)



*Everyone who
works here regret
not taking more
strategy during
their studies*

***NHH-student during internship in a
leading Norwegian investment bank***

FOUR BUILDING BLOCKS IN THE STRATEGY PROFILE





2(3) MANDATORY COURSES



MANDATORY

STRATEGIC ANALYSIS
BUSINESS RESEARCH METHODS
STRATEGY IN PRACTICE –
WILL BE OFFERED FROM 2022



SUGGESTIONS FOR SPECIALIZATION

LEADERSHIP AND CHANGE
DIGITAL INNOVATION 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

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. The overall tone is futuristic and technological.

DIGITAL INNOVATION FOR GROWTH

The background of the slide is a blurred image of financial market data. It features a candlestick chart with red and green bars, overlaid with a white line graph showing price fluctuations. A dashed white line indicates a trend. In the upper left, the text '+11,00.00' is visible. In the upper right, the 'NHH' logo is present, along with a 2x2 grid of icons: a hammer and pickaxe, a balance scale, an anchor, and a crossed hammer and pickaxe.

STRATEGIC ANALYSIS AND ANALYTICS



ENTREPRENEURSHIP



MANDATORY COURSES	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
STR 402A Methodology for Master Thesis	STR 437 Team og teamledelse *	STR 459 Kunstig intelligens og robotisering *	ECN 433 Konkurransestrategi	NBD 406 Strategic Entrepreneurship
Strategy in Practice (From Autumn 2022)	STR 460 Managing change and innovation *	STR 446 Sustainable Business Models	STR 452 Strategy with Finance	NBD 404 R&D and Intellectual Property
	STR 446 Prosessledelse	STR 462 Anvendt digitalisering	NBD 404 R&D and Intellectual Property	NBD 413 Technology Adaption and Consumer Psychology
	STR 447 Human Resource Management (N)	NBD 412 Platform-based Business Models	STR 453 Digitalisering	FIE 457 Entrepreneurial Finance
	STR 435 Personnel Economics	MBM431 Commercialization of Innovation	NBD 412 Platform-based Business Models	MBM431 Commercialization of Innovation
	STR 455 Kunnskap som basis for strategi og konk.fortrinn	ETI 450 Corporate Social Responsibility	BAN 401 Applied Programming and Data Analytics for Business	STR 425 Forhandler *
	INB 400 Global Strategy and Management		BAN 404 Predictive Analysis with R	
	STR 445 Human Capital, Mobility and Diversity in Firms		ECN 431 Applied Data Driven Business Analysis	
	STR 451 Strategic and Political Communication			

Blue: Autumn courses

Red: Spring courses

Black: All year courses

* Star: Cap on student numbers

Italics: Reoccurring course



WELCOME TO THE STRATEGY PROFILE