

Course Report

Semester: Spring 2023

Program: Master's Programme in Business and Management

Course: Corporate Strategy, 7,5 ECTS

Number of registered students: 42

Date: 2023-03-06

Result of the examination

Number of examined students: 42

Fail: 5 students (12%)

Pass: 12 students (28,5 %)

Pass with distinction: 25 students (59,5%)

Brief summary of the students' suggestions and comments

The summary is based on quantitative results as well as central points of view from the students' free text answers. The full course evaluation is appended to this report.

QUANTITATIVE SUMMARY	
Number of respondents / Number of registered students	31 / 42
Response rate	74%
QUESTIONS	
I am pleased with the course as a whole	4,8
The content of the course felt relevant to my education	5,0
I feel the course have succeeded with the goals of the course	5,0
The form and content of the examination(s) were consistent with the course objectives	4,8
The exam or exams gave me a fair opportunity to demonstrate what I have learned during the course	4,4
The administration during the course worked well	4,9

The average amount of hours spent on the course / week: 1-20 hours (4 students), 21-30 hours (8 students), 31-40 hours (11 students), 41-50 hours (5 students), 51-60 hours (2 students), 60+ hours (1 student).

"Strong" aspects according to the students (for more details, please see the course evaluation)

- Cases.
- Teaching.
- Feedback.

"Weak" aspects according to the students (for more details, please see the course evaluation)

- A lot of reading the first week.
- Difficult exam questions.

Comments by the course director with respect to the course implementation and result

The course ran as planned. No changes were made during the course. All in all, students are *very* happy with the course content and delivery as can be seen by both the quantitative scores and free-text answers in the course evaluation.

Suggestions for improvement and change

Nothing will change as this is the final time the course is offered.

Henrik Dellestrand

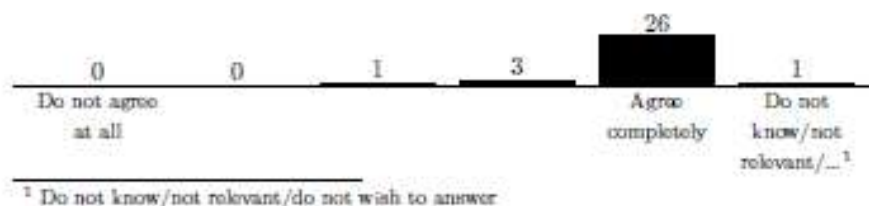
Course director

SAMMANSTÄLLNING AV KURSVÄRDERING FÖR CORPORATE STRATEGY 2FE866 71076 VT2023 (2FE866 71076)

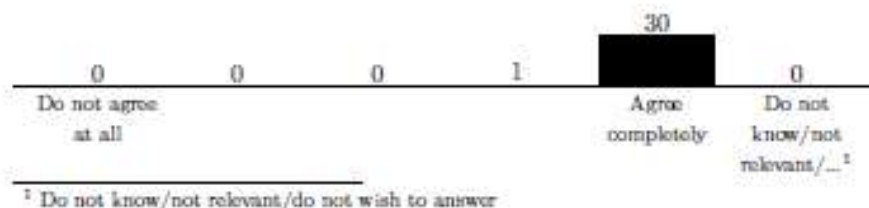
Sammanställd	
Antal svar	31 av 42 (svarsfrekvens 74 %)
Tillgänglig	2023-02-16 – 2023-03-02
Kontaktperson	August Breitholtz (august.breitholtz@fek.uu.se), verksam vid Företagsekonomiska institutionen
Kurs	Corporate Strategy 2FE866 71076 VT2023 (2FE866 71076)
Sammanfattning	

COURSE EVALUATION BUSINESS STUDIES

1. I am pleased with the course as a whole (*Medel = 4,8, SD = 0,5*) (*1 = Do not agree at all, 5 = Agree completely*)



2. The content of the course felt relevant to my education (*Medel = 5,0, SD = 0,2*) (*1 = Do not agree at all, 5 = Agree completely*)



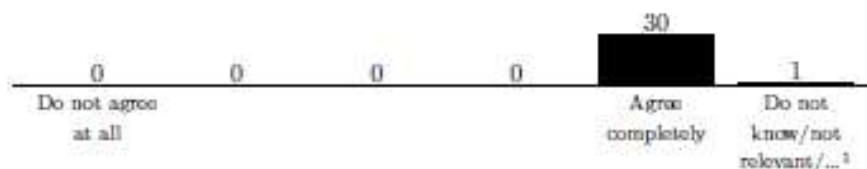
LEARNING OUTCOME OF THE COURSE

The goal of this course is to develop a good understanding of the link between theory and practice with particular focus on corporate strategy. This concerns issues such as the development, management, and deployment of the firm's resource- and capability-base across different businesses and environments.

After completing this course the student will:

- Have knowledge of and understand different corporate strategies - Understand the challenges and opportunities of multinational enterprises in relation to corporate strategy - Understand and be able to apply different analytical techniques in a global context vis-à-vis strategic decisions in corporations - Be able to analyse different industry settings and relate this to corporate level strategic decision-making - Have an ability to develop models for corporate strategies and evaluate the consequences of these models.

3. I feel the course have succeeded with the goals of the course (*Medel = 5,0, SD = 0,0*)
(1 = Do not agree at all, 5 = Agree completely)



¹ Do not know/not relevant/do not wish to answer

4. The examination(s) form and content were consistent with the course objectives? (*Medel = 4,8, SD = 0,5*) (1 = Do not agree at all, 5 = Agree completely)



¹ Do not know/not relevant/do not wish to answer

5. On average, I have spent the following number of hours per week on the course, including classroom hours and reading at home

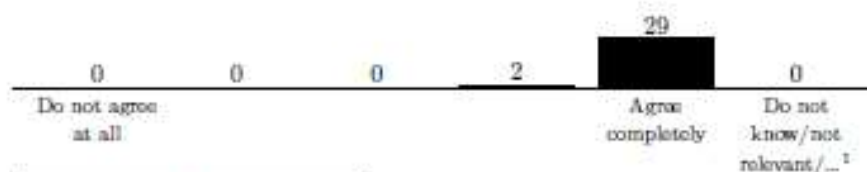


6. The exam or exams gave me a fair opportunity to demonstrate what I have learned during the course (*Medel = 4,4, SD = 0,8*) (1 = Do not agree at all, 5 = Agree completely)



¹ Do not know/not relevant/do not wish to answer

7. The administration during the course (schedule, examination registration, information etc.) worked well (*Medel = 4,9, SD = 0,2*) (1 = Do not agree at all, 5 = Agree completely)



¹ Do not know/not relevant/do not wish to answer

8. In my opinion, the following aspects of the course were particularly good: (*Antal obesvärade = 2*)

- The course as a whole was the most interesting so far. I've learned a lot and the case seminars were very well chosen.
 - Literature was excellent. Recorded lectures meant more flexibility
 - Henrik is by far the best teacher i've ever had. He truly motivate you to learn and goes the extra mile with providing good energy in the room as well as opportunities to dive deeper into the learnings with additional reading opportunities. Hats of to Henrik!
 - structure! - all dates were set ahead of the course and were held as planned, the material was always available on studium, the lessons built on each other, cases which related to the readings we prepared, quizzes at the right points of the course. Use of Media! - pre-recorded lectures and onsite-seminars is the best combination! I could handle my schedule on my own, stop the lecture or watchit again if needed, this was very helpful during my selfstudy sessions. on the other hand on-site seminars were great to discuss the cases which we prepared ahead. It is great that the seminars havent been online, I guess the participation wouldn't have been the same.
 - Well-structured and relevant content, interesting and engaging seminars. The administration and detailed feedback were especially good.
 - We were encouraged to be openminded and analyze on our own. I learnt alot and had fun at the same time. Henrik is awesome!!
 - The case sessions
 - Seminars
 - The cases and seminars were a great learning opportunity. Henrik is a brilliant teacher. The friday letters showed interest from the teacher.
 - - I think Henrik is a very fun and engaged professor that made the course interesting and fun. - Very interesting and useful content and topics
 - Seminar - It is the first course where I actually enjoyed attending seminars. I usually feel a lot of pressure before each seminar which often affect my learning negatively. However, Henrik managed to create a good and safe environment in the classroom and was clear from the start that it was okay not to have answers to all questions. The teacher's enthusiasm, passion for the subject and the creative/well-prepared seminars have been extremely educative. Very good choice of companies in the cases as well (its more entertaining and easier absorb the knowledge when you solve cases about companies you know).
- In addition, I've really appreciated the lectures online. It has made the course less stressful and easier to plan.
- I really liked the structure of the course with a lot of cases. The seminars had an amazing structure and felt much more like a way of learning compared to seminars in previous courses that felt more like examinations every time. A lot of this comes from Henrik's excellent way of educating. He is very invested in our learning and he does a great job showing it. I specifically liked that the seminar felt like a combination of lectures and seminars. I must give a big appreciation for the comments on our case assignments. I have never gotten such well-written comments with great constructive criticism previously. Overall, i just got a strong feeling that Henrik and the others working on this course showed more interest in our education as compared to previous courses i've read.
 - Cases



- Henrik, Henrik was the highlight of this course. The content in the course is very similar to previous courses in the program of IB. So that was something that was familiar before but the teaching skills and the feel for involvement in the course created by Henrik by the cases, seminars and his energy. Please consider to have this as a intro course to a program or better let Henrik design and hold a course for intro of a program to create a better spirit and attitude towards the content/program/learning.
- I felt that all activities in the course was good. Mostly, im happy about being individually graded and provided with feedback that is relevant for my personal development. I've been so released from the fact that there where no presentations as Im a person who find it very challenging. Instead I have been able to focus on learning instead of being nervous and anxious which also has shown on my grades. This course have not only been the best I've ever had but also strengthen my trust in myself and believe in that im actually able to do good when I have the right conditions. Thank you Henrik, Jakob and Manolito for your excellent work!
- The case sessions, it was a great learning opportunity
- The connection between the theoretical and practical was especially good during the course. I enjoyed analysing the cases and discussing them during the seminars. Additionally, the fast delivery of feedback on the quizzes and hand-ins was greatly appreciated.
- (1) Henrik as the professor. He was so approachable and created such a safe environment during the case sessions, allowing us to truly reflect upon the concepts. (2) The structure was very well thought through with the heavy readings in the beginning, allowing us to reflect on the case assignments throughout the rest of the course. I also liked to have one main course book to follow as opposed to dispersed articles as we have in many other courses
- Everything
- I loved the seminars and how Henrik handled EVERYTHING. I have never felt so comfortable and at the same time learned so much during seminars, Henrik made it extremely interesting and fun with the cases and it was just perfect. Also I think it is really great that Henrik encouraged new, innovative thoughts and ideas from us students. This is a masters program and in previous courses the professors want us to COPY their ideas and theories, they do not want us to come with something creative or something new. They should learn from Henrik in the way he teaches. It is not developing to go to a course if you cannot be OPEN-MINDED, but Henrik allows this and this lead to interesting discussions. Of course it is important to understand and follow the theories and studies but this is business studies, it is not quantum physics as other teachers seems to think. The subject is made to develop theories further or discuss against them. With that said, Henrik made it possible for us students to think for ourselves and previous courses in the program lacked what was so great with this course!
- In my opinion, the best and also the most important aspect of the course was the teacher's pedagogical way of teaching. I think I have never had such a pedagogical and engaged teacher. And since the course was so informative and with a lot of readings, I think Henrik Dellerstrand did an amazing job conceptualizing the information from the readings.
I also think that the seminars were very good and very learning!
- All in all, I found the course the best one by far on the masters program. We have appreciated the lectures, the cases, the slides, the feedback, everything was 10/10. Especially good was the structure of the cases, the feedback we have got and Henriks engagement in teaching.

- I thoroughly enjoyed this course and found it to be a valuable learning experience. One aspect of the course that I particularly appreciated was the pre-recorded lectures. This allowed me to review the material at my own pace and revisit concepts that I found challenging.

Additionally, I found the application of theory to real-life cases to be incredibly helpful. It allowed me to see how the concepts we were learning could be applied in practice, which helped me to better understand the material and its relevance to my future career.

Overall, I would highly recommend this course to anyone interested in gaining a deeper understanding of the subject matter. The combination of pre-recorded lectures and case studies made for a well-rounded and engaging learning experience that I found to be both informative and enjoyable.

- Henrik Dellestrand and his Teaching style
- The case seminars. I like the way that these were formed. In all other courses, it feels like the intention and goal behind the seminars focuses more on the presentation skills rather than the learning of the course material. I like the way that these seminars are structured, where you get to focus on the content of the course and not only the nervousness connected to the presentation. Also, I really appreciate Henrik. Really helpful in all aspects! A super good teacher.
- The book format was really nice and the case assignment were nice to to improve our understanding
- good seminars
- discussions, interesting cases, literature and pre recorded lectures
- General and open approach towards students, remembering names
Interesting cases and discussions that don't feel forced, students can express themselves freely without fear of saying something "wrong"
Clear agenda - "what", "when", "where"

9. In my opinion, the following aspects of the course need improvement (if possible please add ideas of how to change): (*Antal obesvarade = 7*)

- Schedule-wise, it was very tough to keep up. And closed-book exam is very stressful.
- I would like a more active seminar where the students need to contribute more. Maybe come prepared with questions of their own. Have a classrooms where the students face each other and let them discuss the case and literature with guidance from the professor
- -
- Maybe having 5 cases instead of 6.
- Nothing
- A halftime session with Henrik to ask questions, so basically another Q&A in the middle of the course would have been great
- - The readings of the first week could have been informed even before the course start so it would have been possible to start reading in advance
- I believe that some of the questions on the exam was hard to understand, making it hard to give an answer as I did not know what was asked about. Even though you should not only study on previous exams, the questions on our exams were very different from the previous ones.
- - Master's level or not, we are expected to study 40 hour weeks, not more. I think I had two days off in total during these five weeks meaning I pretty much had to study every day during both weeks and weekends in order to keep up with the pace

of the course. - The readings could be better and more equally distributed over the course - A bit misleading questions on both duggor and the exams. The questions were often formulated with complicated, fancy words which confused us students rather than tried our knowledge - Exam questions were said to be similar to previous exams, every other exam had straight forward questions like "Describe why key success factors are important" while our exam questions were so weirdly and strange formulated that it took very long time to just understand what the questions were saying

- The course is very well planned as it is
- Having the "dugga" and exam so close. Although they cover the same thing, i would have preferred maybe removing on case and having the dugga on friday the week before and then have monday-thursday to prepare for the exam.
- Not so much reading first week
- More encouraging feedback from the hand ins to the cases. Try to up lift or motive the student rather than try to prove that you know more as a teacher..
- The first week, it was very intense and hard to balance with work and private life. Also the format of the exam. I did not appreciate the way the questions was formulated. Maybe focus more on the question than a story behind it with a lot of complex words and situations. It was also hard to know what you were asking, and they were very broad. I think I would have a better opportunity to give you a good answer if you were clear with what you were asking.
- I would have preferred to have the lectures in person, since that would have made it possible to ask questions directly.
- Nothing, this course was perfect
- One more hour on the exam
- Nothing need improvement
- Skip the pre recored lectures and have them live instead. Keep having the slides available, yet having live lectures enables us to ask question and provides more dimensions to our learning. Still this is not a large criticism.
- The first week was intensive with a lot of reading.
- Cases could give a bit more points. Maybe 3 per case. Meaning 34 points on quizzes in total
- Can?t come up with anything.
- i don't see any special thing that need to be improve, but maybe this year the final exam was a bit to long especially for the first to question which was really long according the granted that they gives. thus, I lost to much time on it and I had no time enough on the big one.
- I would prefer a final examination with more specific questions, fewer questions or more time to answer/read through my answers. I didn't have time to go back to them
Also would appreciate an example of a case assignment so that I could present my ideas/answers better

10. Tips to coming students on this course. How can they prepare? (*Antal obesvarade = 6*)

- Don't give up! This course is actually the best of the program, you will learn a lot of useful knowledge for your future career (certainly if you want to become a manager, CEO, or start your own company).
- Just follow the planned structure and it will be fine
- Keep up with the readings, it's worth it!

- Read and focus on the cases.
- Read the book and cases thoroughly
- Do mind-maps of the readings
- -
- Read everything, try to understand the literature to the seminar, it makes it easier when applying the more abstract frameworks to real examples.
- Study every day every hour.
- Make sure to keep up with the reading the first week
- Read a lot the first week!! See the seminars as a great way of learning instead of being scared of an examination.
- Read a looooot
- no need to prepare if you are studying IB program, if you are not studying the program, common sense or business review or stock market interest.
- Probably same as everyone else has written: read the book and attend the case sessions
- Start reading directly. Take note of the feedback on the hand-ins.
- Power through the readings the first week, it is worth it
- Be in phase
- Read Everything and begin reading in good time since its a lot of readings! Prepare by reading the chapters before the lectures.
- Keep up the first week. After that it is all downhill, and the largest pro of being active the first week is that there is not an issue to study for the exam since you have already gone through almost everything.
- Try to stay ahead with the readings, because it can be a lot. Prepare the case assignments ahead of time.
- Go to cases & read What is expected of you (especially the first week)
- Read up on the material, and dare to answer the questions in the seminars.
- keep up with the reading from the very first day
- prepare for assignments, participate in class discussions
- Focus on general ideas

11. Other comments (*Antal obesvarade = 15*)

- Hope you do this course in the future
- This was overall the best course I had during my whole studies. Great structure and organization, efficient use of media and a good way of communicating and teaching!
- Great teaching and the best course so far
- This was the best course so far. Henrik is the best and I appreciate the openness of the exam. Really interesting and I felt motivated
- Thanks for the course! Overall it was great
- -
- Henrik has been one of the best teachers that I have had at university, I think the "summing up"-jeopardy speaks for itself, the time and effort Henrik put into this course is unheard of in the other courses. One of the courses I would like to see Henrik be in charge of next-coming semester is a course in pedagogy/"How to teach and be inspiring 101" for the other teachers at the department. Henrik - You rule!!



- Interesting course!
- Thank you so much for this course! A new interest in corporate strategy has been awakened.
- 10/10 course. One of the best i've ever had!
- Please see above comment regarding Henrik
- You are a good teacher, I like that you can be relaxed just keep your skojsida away from the exam hall :)
- I would like to thank Henrik, Jakob and Manolito for a great course. I cannot think of any other course where I have learnt as much in such a short timeframe. The seminars, feedback and general structure of the course has been extremely helpful and developing.
- Thank you for this course, Henrik!
- Best course and teacher!!
- You are great Henrik, thank you for everything. Everybody on the course loved it. We have all discussed together and stand behind that this was a terrific course and that we hope that Henrik gets the recognition he truly deserves.