

EXAMINATION QUESTION PAPER - Term paper

EXC 35053

Strategy

Department of Strategy and Entrepreneurship

Start date: 06.01.2020 Time 09.00

Finish date: 19.05.2020 Time 12.00

Weight: 100% of EXC 3505

Total no. of pages: 2 incl. front page

No. of attachments files to
question paper: 0

To be answered: In groups of 3 - 6 students.

Answer paper size: 10 excl. attachments

Max no. of answer paper
attachment files: 3

Allowed answer paper file types: pdf

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The exam paper must also include a bibliography/reference list at the conclusion of the paper. These pages are counted separately from the main paper. You will find a thorough explanation of how to use quotes and references on the BI library webpage: <https://portal.bi.no/en/examination/assignment-thesis/cite-sources/>. For information on formal requirements and template paper; see www.bi.edu/templatepaper

EXC3505 Course Deliverables

Exam Context

In groups of 3-6 students you will have to solve a strategic challenge for a real company. Some cases to choose from may be given in class, but students can also choose their own cases. For your chosen case, you need to provide a video and an executive report highlighting the project motivations, methods, findings, and recommendations. Replicating a consulting project, the course examination consists of a short written assignment and a video presentation.

Exam Process

Your group will choose a case with a contemporary issue faced by a real firm. You can use the SCQA framework to explain the firm's current situation (based on your own research) and the complication, and to assess the firm's target question (and refine or re-specify the question if appropriate). Once you have finalized the strategic question, you need to identify potential solutions and conduct analysis on the solutions. Your analysis must lead to a decision regarding a solution, and provide a compelling rationale based on analysis and theory.

Deliverables

Your group will submit two deliverables:

1. A video presentation that outlines a) your solution, b) why this solution will solve the firm's problem, and c) the solution's feasibility and effectiveness. The video should not be longer than 10 minutes. This will count for 40% of your grade.
2. A short (5-10 page) executive report supporting the presentation. This counts for 60% of the overall course grade.

You will submit this project as follows:

- The executive summary must be uploaded on DigiEx in PDF form before the deadline. Appendices and reference list are not included in the 10-page limit.
- The video will be handed in separately. Details of this will be provided in class.