



Faculty of Arts and Social Sciences  
Business Administration

# Syllabus

## Strategies for value creation

<b>Course Code:</b>	FEAD61
<b>Course Title:</b>	Strategies for value creation <i>Strategier för värdeskapande</i>
<b>Credits:</b>	5
<b>Degree Level:</b>	Master's level
<b>Progressive Specialisation:</b>	Second cycle, has only first-cycle course/s as entry requirements (A1N)

**Major Field of Study:**  
FOA (Business Administration)

### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2025-03-06, and is valid from the Autumn semester 2025 at Karlstad University.

### Prerequisites

A degree of Bachelor of at least 180 ECTS credits in a main area of study in Technology, Natural Science, Social Science, or the Humanities, including a degree project of at least 15 ECTS credits at the G2E level, or 90 ECTS credits in Business Management as part of the Master programme (SACEK), including 30 ECTS credits at the G2F level or higher, and upper secondary level English 6 or B, or equivalent

### Learning Outcomes

Upon completion of the course, students should be able to:

1. give an account of and explain strategy models, and how they can be applied to enhance and deliver customer value and increased resource efficiency in both B2C and B2B contexts,
2. explain and apply ethical considerations when developing value creation strategies in both B2C and B2B contexts, and
3. reflect critically upon and assess how value creation can be strategically developed to

encompass not only economic profitability but also long-term sustainable and ethical value for customers, employees, suppliers, and society.

### **Content**

The course is designed to provide students with an in-depth understanding of how strategy models can be developed to deliver increased customer value and resource efficiency in both B2C (business-to-consumer) and B2B (business-to-business) contexts. It is based on strategic frameworks and models and equips students with tools to analyse, develop, and apply value-creating strategies in both contexts. Students are also offered training in incorporating ethical considerations into value-creation strategies. Throughout the course, students reflect on and assess how value creation involves not only economic profitability, but also the generation of long-term sustainable value that benefits the company, customers, employees, suppliers, and society at large.

### **Reading List**

See separate document.

### **Examination**

Assessment is based on written and oral assignments, completed individually and in groups, and presented and discussed in seminars.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

### **Grades**

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

### **Quality Assurance**

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

### **Course Certificate**

A course certificate will be provided upon request.

### **Additional information**

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.