

COURSE SYLLABUS

Strategising in an Uncertain World, 5 credits

Strategising in an Uncertain World, 5 högskolepoäng

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| Course Code: J2SIAU | Education Cycle: Second-cycle level |
| Confirmed: Mar 25, 2026 | Disciplinary domain: Social sciences |
| Valid From: Aug 31, 2026 | Subject group: Business Administration |
| | Specialised in: A1N Second cycle, has only first-cycle course/s as entry requirements |
| | Main field of study: Business Administration |

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and Understanding

1.2 Critically apply disciplinary knowledge to address complex issues in international contexts, while reflecting on its transferability and limitations across different settings.

Skills and Abilities

2.2 Critically analyse complex issues using theories and data and justifying solutions with rigorous, evidence-based reasoning.

Judgement and Approach

4.2 Critically analyse how selected societal trends influence business practices and/or policy, and account for their ethical and sustainability implications.

5.2 Appraise relevant emerging trends and technologies to formulate strategies and decisions for applying innovations in practice or in advanced problem solving.

Content

In an era of geopolitical turbulence, environmental disruption, and rapid technological change, strategic thinking requires agility, foresight, and resilience. This course explores how business leaders can design and execute strategies that remain robust under uncertainty. You will engage with key frameworks and debates in contemporary strategy and organisational theory to understand how global political and socio-environmental trends shape business opportunities and risks.

Core themes include the geopolitical and historical foundations of the global economy, the evolving role of the Nordic model, and the interaction between external enablers and firm-level capabilities. The course examines how organisations balance exploration and exploitation through ambidexterity, sustain innovation over time, and embed sustainability as a strategic orientation rather than a compliance task. You will develop skills in assessing internationalisation strategies, managing strategic risks, and employing diverse modes of reasoning - such as analogical and systems-thinking - to navigate uncertainty.

By integrating analytical insights with practical cases, the course equips you in your future role as a leader to interpret complexity, make informed strategic decisions, and lead organisations with confidence in volatile environments

Connection to Research

You will learn about relevant theories concerning strategising in an environment characterised by volatility, uncertainty, complexity, and ambiguity. Each module of the course will expose you to new theories, which you will then apply to real-world business cases.

Connection to Practice

In each module, you will work on strategy exercises using real-world, contemporary business cases. You will also learn about and discuss contemporary trends in business digitisation. For the group assignment, you will work with a real-world case to develop and pitch innovative and theory-guided recommendations for strategising in uncertainty.

Connection to Ethics, Responsibility, Sustainability (ERS)

In each module, you will learn about relevant ethical and/or sustainability implications of key theories or strategy work discussed. In the individual exam, you will describe the ethical implications of contemporary social trends. In your group project, you will complement your solution with a discussion how it can be implemented responsibly.

Type of Instruction

The course is predominantly taught on campus through lectures and case exercises. It includes individual and group work. Attendance is compulsory for examined sessions.

Attendance is expected for scheduled on-campus sessions and may be compulsory for some sessions.

Language of instruction is English.

Entry Requirements

The applicant must hold the minimum of a Bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university) in Business Administration, Economics, Industrial Engineering and Management, Communications, HR, Sociology, or related discipline. At least 30 ECTS must be in Business Administration. Proof of English proficiency is required.

Examination and Grades

The course is graded A, B, C, D, E, FX or F.

In the individual written exam, you are assessed by demonstrating your understanding of key concepts and applying these learnings in the analysis of provided business cases (ILOs: 1.2, 4.2), representing 3 credits.

In the group assignment, you are assessed via an oral presentation of a group business pitch whereby you will apply learnings to analyse and pitch a solution to a business problem (ILOs: 2.2, 5.2), representing 2 credits.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

| Name of the Test | Value | Grading |
|-------------------------|-----------|----------------|
| Individual written exam | 3 credits | A/B/C/D/E/FX/F |
| Group assignment | 2 credits | A/B/C/D/E/FX/F |

Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a

course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

A list of academic, practitioner, and news articles will be published before the start of the course.