

## 27352 - Integrated Management and Value Creation

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 27352 - Integrated Management and Value Creation

**Faculty / School:** 109 -

228 -

301 -

**Degree:** 448 - Degree in Business Administration and Management

454 - Degree in Business Administration and Management

458 - Degree in Business Administration and Management

**ECTS:** 6.0

**Year:** 448 - Degree in Business Administration and Management: 4

458 - Degree in Business Administration and Management: 4

454 - Degree in Business Administration and Management: 4

**Semester:** 448 - Second semester

454 - Second semester

458 - Second semester

**Subject Type:** Optional

**Module:** ---

## 1.General information

### 1.1.Aims of the course

### 1.2.Context and importance of this course in the degree

### 1.3.Recommendations to take this course

## 2.Learning goals

### 2.1.Competences

### 2.2.Learning goals

### 2.3.Importance of learning goals

## 3.Assessment (1st and 2nd call)

### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

## 4.Methodology, learning tasks, syllabus and resources

### 4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions and tutorials.

### 4.2.Learning tasks

This course is organized as follows:

- **Lectures** (1.2 ECTS). Two-hours weekly sessions. In which theoretical concepts will be introduced as well as real

examples in the first sessions.

- **Practice sessions** (1.2 ECTS). Practice sessions will be devoted to work on teams managing a firm in a virtual environment, involving the students in the learning process.
- **Tutorials**. Face to face or by using e-learning platform (ADD) office hours, where lecturers help to clarify student's questions about the theoretical and/or practical contents of the subject.
- **Exam** (0.1 ECTS: 2.5 hours).
- **Autonomous work and study** (3.5 ECTS: 90 hours). Preparing decisions, presentations and reports in group (2 ECTS: 50 hours). Preparing tests and decisions (1.5 ECTS: 40 hours).

### 4.3.Syllabus

This course will address the following topics:

- **Topic 1. Strategic integration**
  - 1.1. Corporate Strategy: Mission, vision, strategies and objectives.
  - 1.2. Policies and strategic support procedures. Strategy and strategic management. Competitive environments and classical strategies.
  - 1.3. Horizontal strategy.
  - 1.4. Vertical strategy.
- **Topic 2. Strategy, performance and value**
  - 2.1. Performance measures of the firm.
  - 2.2. Firm growth analysis.
  - 2.3. Risk analysis
  - 2.4. Value of the firm.
  - 2.5. Value innovation.
- **Topic 3. Supervision of the Strategy**
  - 3.1. Supervision of the Strategy and diagnosis
  - 3.2. Strategies for reshaping the portfolio.
  - 3.3. Strategies for recomposing the portfolio.
  - 3.4. Product-market strategies.
- **Topic 4. Integrated planning**
  - 4.1. Classical planning models
  - 4.2. The planning crisis
  - 4.3. Business models architecture
  - 4.4. Potential functions for planning
- **Topic 5. Decision, strategy and value**
  - 5.1. Modelling the decision process
  - 5.2. Organizational politics model
  - 5.3. Decisional process in the organization
  - 5.4. Effective - decision making

### 4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Moodle website (<https://moddle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty (Zaragoza: <https://econz.unizar.es/>, Huesca: <http://fegp.unizar.es/>, Teruel: <http://fcsh.unizar.es/>).

### 4.5.Bibliography and recommended resources