

28507 - Strategic management

Syllabus Information

Academic Year: 2019/20

Subject: 28507 - Strategic management

Faculty / School: 108 -

Degree: 428 - Degree in Labour Relations and Human Resources

ECTS: 6.0

Year: 1

Semester: Second semester

Subject Type: Basic Education

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 development of the course is structured around two axes: lectures and sessions in which we will use active learning methodologies.

LECTURES:

It consists of an exposition of the contents by the professor, who will offer a vision of the contents of the subject and will present facts, events, experiences, principles or theories. The students will have the opportunity to ask questions and participate in discussions that may arise.

ACTIVE METHODOLOGIES:

Basically, we will use the case method and the PBL (problem-based learning) methodology.

- Case method: the students will work in groups in order to solve different cases

in which real-life experiences and situations will be presented. They will construct their own learning in a context that brings them closer to their professional future.

- Problem-based learning: Students will address problems under the supervision of the teacher in order to acquire knowledge, skills, analytical and evaluative skills.

4.2.Learning tasks

The course includes 6 ECTS, which means 150 hours of work for the student.

These 150 hours are organized according to:

Work in the classroom (70 hours):

- ? Lectures (T1): 30 hours.
- ? Practice sessions (T2): 30 hours.
- ? Other practical activities (T6): 5 hours.
- ? Assessment: 5 hours.

Homework (80 hours):

- ? Autonomous work: 50 hours.
- ? Group work (15 hours for T2 and 15 hours for T6): 30 hours.

4.3.Syllabus

The course will address the following topics:

PART I. BASIS OF STRATEGIC MANAGEMENT

1. Concept and method of Strategic Management

PART II. STRATEGIC ANALYSIS

2. The environment
3. Internal analysis
4. The strategic assessment

PART III. FORMULATION OF THE STRATEGY

5. Competitive strategies
6. Corporate strategies

PART IV. IMPLEMENTATION AND CONTROL OF THE STRATEGY

7. Implementation of the strategy
8. Strategic control

4.4.Course planning and calendar

For further details concerning the timetable, classroom and further information regarding this course please refer to the "Facultad de Ciencias Sociales y del Trabajo " website (<https://sociales.unizar.es/>).

4.5.Bibliography and recommended resources