

## 30644 - Integrated Management and Value Creation

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 30644 - Integrated Management and Value Creation

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 432 - Joint Law - Business Administration and Management Programme

**ECTS:** 6.0

**Year:** 5

**Semester:** 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 learning process that has been designed for this course is based on different activities:

Theoretical lectures will be held in order to introduce theoretical concepts and real examples in the first classes.

learning process.

The course guide, lectures, practical classes and the timetable of the assessment activities will be communicated via the Universidad de Zaragoza e-learning platform (ADD).

#### 4.2.Learning tasks

The programme offered to the students to help them achieve the learning results includes the

following activities:

- 1.- Theoretical lectures: introduce the theoretical concepts.
- 2.- Practical classes: allow the students apply the theoretical knowledge in the management of a firm in a context of business game.
- 3.-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.

### **4.3.Syllabus**

#### **Unit 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.

#### **Unit 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.

#### **Unit 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.

#### **Unit 4: Integrated planning**

- 4.1. Classical planning models

4.2. The planning crisis

4.3. Business models architecture

4.4. Potential functions for planning

#### **Unit 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**

<b>Activity</b>	<b>Distribution</b>	<b>ETCS</b>
<b>Classroom activities</b>		<b>2,4</b>

Lectures	Weekly sessions 2 hours	1,2
Practical classes	Weekly sessions 2 hours	1,2
<b>NON-CLASSROOM ACTIVITIES</b>		
Final test	2,5 hours	0,1
To prepare decisions, presentations and memories in group	50 hours	2,0
To prepare test and decisions	37,5 hours	1,5

#### **4.5.Bibliography and recommended resources**