

60809 - Strategic management

Syllabus Information

Academic Year: 2019/20

Subject: 60809 - Strategic management

Faculty / School: 110 -

Degree: 532 - Master's in Industrial Engineering

ECTS: 4.5

Year: 1

Semester: 532-First semester o Second semester

266-First semester

107-First semester o Second semester

Subject Type: Compulsory

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 achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, problem-solving, case studies, oral presentations, assignments, tutorials, and other complementary activities (exercise sets, projection of audiovisual documents, tour companies, participation of external guests, etc.).

4.2.Learning tasks

The course includes the following learning tasks:

- **Lectures.** In these classes, most of the theoretical contents of the course will be explained. Their aim is to present the knowledge and skills that the student has to acquire, and to facilitate the assimilation of that knowledge. To attend class is essential for the consolidation and development of the learning. Student participation is encouraged.
- **Practice sessions.** Sessions to solve problems, commentary of texts, case studies, etc related to the lectures contents to facilitate the learning process and offer a practical perspective. Cases may be presented by students.
- **Guided group work.** Required for the continuous assessment system. Students prepare a groupware based on the

contents of the course. The content and material included is assessed as well as the language used and the ability for synthesis in its presentation.

- **Individual assignments.** Required for the continuous assessment system. Assignments, exercises, or case studies. Students have to apply the knowledge acquired in the lectures to a series of proposed situations. The content and material included is assessed as well as the language used and the ability for synthesis.
- **Tutorials.**
- **Autonomous work and study.** It is essential that students distribute their workload throughout the semester.
- **Final exam** (1.5 hours for the continuous assessment and 3 hours for the global assessment system).

4.3.Syllabus

The course will address the following topics:

INTRODUCTION

- Topic 1. The nature of strategic management

SECTION I. STRATEGIC ANALYSIS

- Unit 2. Mission, objectives and values
- Unit 3. Environmental Analysis
- Item 4. Internal Analysis

SECTION II. SHAPING THE STRATEGY

- Topic 5. Competitive Strategies
- Topic 6. Growth and Development Strategies
- Topic 7. The internationalization strategy

SECTION III. IMPLEMENTATION OF STRATEGIES

- Topic 8. Evaluation and implementation of strategies

4.4.Course planning and calendar

Throughout the semester, the following distribution of activities will carry out:

- Weekly sessions of lectures integrated with practice sessions of 2 hours.
- Weekly sessions of lectures integrated with practice sessions of 1 hour.
- Flexible tutorials.
- Work presentations at the end of the semester.

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 EINA website.

4.5.Bibliography and recommended resources