

Academic Year/course: 2021/22

29131 - Strategic management

Syllabus Information

Academic Year: 2021/22

Subject: 29131 - Dirección estratégica

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 445 - Degree in Tourism

616 - Degree in Tourism

ECTS: 6.0

Year: 616 - Degree in Tourism: 3

445 - Degree in Tourism: 4

Semester: First semester

Subject Type: Compulsory

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process that is designed for this subject is based on the following:

The teaching methodology is based on a strong interaction teacher / student. This interaction is materialized by a division of labor / responsibilities among students and teachers.

In the process of teaching and learning Strategic Management Company will use different teaching methods. On the one hand, it will continue to use the case of expository lectures didactic forms, although other didactic teaching methods-forms of participation-seeking student involvement in the teaching-learning process will be used.

4.2. Learning tasks

The program that the student is offered to help you achieve the expected results includes the following activities:

- Classroom Activities:

? Lectures: the theoretical concepts of the subject will be explained and illustrative practical examples will be developed to support the theory when it deems necessary.

? Practical classes: problems and case studies to complement the theoretical concepts studied will be made.

- Non-contact generic activities:

? Study and assimilation of the theory presented in lectures.

? Understanding and assimilation problems and solved in practical classes practical cases.

? preparation of seminars, solving proposed problems, etc.

? Preparation of practices, development of scripts and reports.

? Prepare written continuous assessment tests and final examinations.

- Tutored autonomous activities: Although have more of a face character is taken into account separately for their idiosyncrasies, will focus mainly seminars and tutorials under the supervision of the teacher.

4.3. Syllabus

1. INTRODUCTION TO THE CONCEPT OF STRATEGY
2. EXTERNAL ANALYSIS
3. INTERNAL ANALYSIS
4. COMPETITIVE STRATEGIES OF TOURISM COMPANIES
5. STRATEGIC DECISIONS I
6. STRATEGIC DECISIONS II

4.4. Course planning and calendar

Schedule sessions and presentation of works

Strategic Management Course includes 4 weekly classroom sessions whose concrete planning will be published on the moodle platform for students' knowledge.

Also during the last school week oral presentations of the work in group will be made.

4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=29131>