

Academic Year/course: 2021/22

62224 - Strategic Management and Business Administration

Syllabus Information

Academic Year: 2021/22

Subject: 62224 - Administración y dirección estratégica de empresas

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura

Degree: 534 - Master's Degree in Informatics Engineering

ECTS: 6.0

Year: 1

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 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 classroom activities and autonomous work.

Classroom activities

- Theory sessions. Teacher's presentation of the course contents, including illustrative examples.
- Talks by experts. When possible, external experts to the university will explain some contents.
- Seminars. Sessions based on oral or written contributions by the students.
- Problem-based learning. Educative approach oriented towards a teaching and learning methodology where students tackle real problems in small groups under the supervision of a teacher.
- Practice sessions. Any practical or collaborative activity done in class.
- Laboratory sessions. Activities developed with specialized equipment (in labs, computer labs).
- Tutorials. Students can review or discuss with the teacher the materials and topics presented in class.
- Assessment. A set of written/oral tests, lab assignments, projects, other assignments, etc.

Autonomous work

- Theoretical assignments. Preparing seminars, readings, research, assignments or write reports, etc. to be presented or submitted to the teacher in theory sessions.
- Practical assignments. Preparing activities to be presented or submitted to the teacher in practice sessions.
- Theoretical study. Study of contents related to the theory sessions: it includes any study activity not considered previously (study for exams, work in the library, complementary readings, solve problems and exercises, etc.).
- Practical study. Related to the practice sessions.
- Complementary activities. Formative activities related to the course, but not to the preparation of exams or included within the assessment activities: readings, seminars, videos, etc.

4.2. Learning tasks

The course (150 hours) includes the following learning tasks:

- Classroom activities (45 hours). Seminars, problem solving, laboratory, visits, etc.
- Practice and research assignments (35 hours).
- Tutorials (5 hours).
- Autonomous work and study (60 hours).
- Assessment (5 hours). Exam and defense of the course project.

4.3. Syllabus

The course will address the following topics:

Section I. STRATEGIC MANAGEMENT

- Strategic Analysis.
- Strategy Planning and Implementation.

Section II. OPERATIONS

- Production Processes and Plant Distribution Analyses.
- Distribution Logistics.

4.4. Course planning and calendar

The course consists of:

- Theory and practice sessions distributed in three weekly hours (during 15 weeks).
- Laboratory sessions distributed in 3 sessions of two hours each (6 hours total).
- Preparation of a research project and its final oral presentation.