

28507 - Strategic management

Syllabus Information

Academic year: 2023/24

Subject: 28507 - Strategic management

Faculty / School: 108 - Facultad de Ciencias Sociales y del Trabajo

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

This is a basic subject of the Degree in Labour Relations and Human Resources, whose main purpose is to provide students with skills that will enable them to be aware of the complexity of the problems faced by organisations and of the need to design strategies that will enable them to meet their goals and that can be successfully implemented.

The subject is divided into four blocks:

- The first, Fundamentals of Strategic Management, introduces the term strategy and all the fundamental issues related to this concept are presented.
- The second explains how to carry out the Strategic Analysis to obtain information on the environment and the internal situation of the company.
- The third, Strategy Formulation, examines the strategies that an organization can choose to achieve its objectives.
- The fourth block is dedicated to the Implementation and Control of the strategy, where reference is made to the variables that must be taken into account when implementing the strategy and the tools that make it possible to control the results obtained with the selected strategy.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), such that the acquisition of the subject learning results provides training and competence to contribute to some extent to their achievement: Goal 8: Decent Work and Economic Growth

Goal 9: Industry, Innovation and Infrastructure.

Goal 11: Sustainable Cities and Communities

Goal 12: Responsible Production and Consumption

Goal 17: Alliances to Achieve Objectives.

2. Learning results

In order to pass this subject, the student must demonstrate that he/she has achieved the following results...

- Understand the relevance of the strategic management of the company's resources.
- Understand the fundamental role that the environment plays in the performance of organizations.
- Be able to develop the complete process of strategic management: strategic analysis, formulation, implementation and strategy.

3. Syllabus

PART I. FUNDAMENTALS OF STRATEGIC MANAGEMENT

1. CONCEPT AND METHOD OF STRATEGIC MANAGEMENT

PART II. STRATEGIC ANALYSIS

2. THE COMPANY'S ENVIRONMENT

3. INTERNAL COMPANY ANALYSIS

4. STRATEGIC DIAGNOSIS

PART III. STRATEGY FORMULATION

5. STRATEGIES AND COMPETITIVE ADVANTAGES

6. CORPORATE STRATEGY: SETTING UP THE COMPANY

PART IV. STRATEGY IMPLEMENTATION AND CONTROL

7. IMPLEMENTATION OF THE STRATEGY

8. STRATEGIC CONTROL

4. Academic activities

The subject has 6 ECTS credits, which implies 150 hours of student work. These 150 hours are structured as follows:

CLASSROOM WORK (68 hours)

WORK OUTSIDE THE CLASSROOM (82 hours)

In more detail

Lectures (T1): 30 hours. It consists of an orderly exposition of the content of the subject by the teacher, who presents facts, events, experiences, principles and theories on the units of the subject. In them, the student has the opportunity to ask questions and participate in discussions that may arise.

Problems and cases (T2): 30 hours. Basically, the methodology used is the case method and, to a lesser extent, the problem-based learning (PBL).

- Case method: the student must solve, in a group, different cases related to the contents of the subject, in which real-life experiences and situations are presented, with the aim of constructing their own learning in a context that brings them closer to their professional future.

- Problem-based learning: The student tackles problems under the supervision of the teacher, in order to acquire knowledge, skills, analysis and assessment capacity.

Teaching assignments (T6): 27 hours.

Knowledge tests: 3 hours.

Autonomous work: 60 hours.

At the beginning of the subject, the teacher will inform the students of the key dates for the different activities of assessment to be carried out, the dates for the delivery of the proposed works, etc. All this information will be made available to students through the ADD.

5. Assessment system

Two assessment modalities are offered: summative assessment and single assessment. At the beginning of the term each student must choose the evaluation modality to follow, not being possible to change the modality later on.

SUMMATIVE ASSESSMENT

TRAINING ACTIVITIES (30%)

The completion of all these activities will be mandatory, otherwise they must attend the single evaluation.

The activities are proposed to be carried out in groups and submitted for evaluation at the time and in the manner to be determined.

These activities will use active methodologies: case studies, problem-based learning (PBL) and group analysis and reflection work.

KNOWLEDGE TEST (70%)

It will consist of two parts:

- Theory: 20-question multiple-choice test. This part represents 60% of the final grade of the knowledge test. - Practical. It represents 40% of the final grade of the knowledge test.

It will be necessary to pass both parts of the knowledge test separately.

Those who fail one of the two parts, will have as final grade in that call the grade obtained in the part failed of the knowledge test. The grade obtained in the approved part will be kept for the following exam.

Only in the case of passing the knowledge test will it be possible to add the scores obtained in the rest of the training activities.

The scores of these training activities will be kept for subsequent calls of the same academic year.

SINGLE ASSESSMENT

The single assessment modality consists of the following:

The knowledge test referred to above (70% of the assessment of the subject), under the same terms and conditions as explained above.

An additional multiple-choice test (30% of the course assessment), to be taken on the same day as the knowledge test and , which includes several training activities. The duration of the additional multiple testing can be extended up to 4 hours.

Those who opt for the single evaluation mode must communicate it by e-mail to the teacher responsible for the subject (who will send confirmation) at least 20 days before the date of the exam of knowledge.