

29131 - Strategic management

Syllabus Information

Academic year: 2023/24

Subject: 29131 - Strategic management

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 o Second semester

Subject type: Compulsory

Module:

1. General information

The subject aims to introduce the student to the fundamentals and tools of Strategic Management, the student to understand its management philosophy and to be able to apply it in business practice.

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 4: Quality Education.

Goal 5: Gender Equality.

Goal 8: Decent Work and Economic Growth

Goal 17: Alliances to Achieve Goals.

2. Learning results

- Interpretation of the influence of the environment on tourism organizations.
- Interpretation and analysis of the internal situation of the companies.
- Development of creative thinking to integrate internal and external analysis.
- Knowledge of the main strategies available in business management.
- Initiation in business organizational structures.
- Introduction to human resources management.
- Ethical behavior in the development of professional activities.
- Use of databases and other sources of information for analysis.
- Professional presentation and defense in public of the results of work and research.
- Presentation of written reports on studies and research.

3. Syllabus

UNIT 1. INTRODUCTION TO THE STRATEGY CONCEPT

UNIT 2. CORPORATE OBJECTIVES AND VALUES

UNIT 3. EXTERNAL ANALYSIS

UNIT 4. INTERNAL ANALYSIS

UNIT 5. COMPETITIVE STRATEGIES OF TOURISM COMPANIES

UNIT 6. STRATEGIC DECISIONS I: DIRECTIONS AND METHODS OF DEVELOPMENT

UNIT 7. STRATEGIC DECISIONS II: INTERNATIONALIZATION

UNIT 8. STRATEGY IMPLEMENTATION

4. Academic activities

Attendance to theoretical classes: 30 hours

Attendance to practical classes: 30 hours

Attendance to tutorials: 5 hours

Autonomous work of the students: 80 hours
Examinations and presentation of work: 5 hours

5. Assessment system

The student can choose between the two modalities:

1. Continuous assessment system

Active student participation is required.

A) Theoretical contents (50%)

Two individual written tests to evaluate the contents explained in class so far. Minimum grade of 5 at each.

B) Practical contents (50%)

Student portfolio / Final work of the subject

Activities and tasks will be proposed with the purpose of assimilating the theoretical aspects through cases of companies in the tourism sector. During the last week of class, there will be an oral presentation in class of all the papers (depending on the development of the classes).

Minimum grade of 5 to be able to make the average with the theoretical tests.

2. Overall assessment system

A) Content assessment (70%)

A single test of theoretical-practical contents will be given on the official dates indicated by the center. It is necessary a minimum grade of 5 to be able to make the average with the final work of the subject.

B) Final work of the subject (30%)

Minimum grade of 5 to be able to make the average with the theoretical content test.

Extraordinary call:

Written test of theoretical and practical contents with a 100% of the grade.