

62224 - Strategic Management and Business Administration

Syllabus Information

Academic year: 2023/24

Subject: 62224 - Strategic Management and Business Administration

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

This subject aims for the students to acquire the necessary knowledge about the strategic management process so that they can participate in future decision-making in the company. Likewise, it is intended that students know the content of the operations management so that they can create the necessary computer systems for its development.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>) and certain specific targets, so that the acquisition of the learning results of the subject provides training and competence to the student to contribute to some extent to the achievement of Objectives 8.2 and 8.3, of Goal 8.

2. Learning results

- To be able to analyse the environment in which the company operates, detecting possible threats and opportunities for it.
- To conduct a diagnosis of the internal reality of the company, detecting both its weak and strong points and identifying those resources and capabilities that can be a source of sustainable competitive advantage.
- To explain what the basic generic strategies consist of, identify their sources, and describe how they produce value generation when executed.
- To identify the main business growth strategies, understand their characteristics, and be able to formulate a corporate strategy that takes into account the specific circumstances of the company.
- To understand the social reality of the company: identify the main interest groups, the motivations that drive them, and apply this to business decisions.
- To understand the strategic processes in the financial scope of the company. Evaluate investments and select financing mechanisms.
- To understand and be able to participate in the strategic processes in the business scope of the company: management, design and marketing of products.
- To understand the strategic processes in the company's productive environment. To analyse and evaluate the cost-volume-profit commitment.
- To understand the mechanisms of entrepreneurship and apply leadership techniques to groups of people with a common economic goal.
- To understand and evaluate the alignment of IT with strategic plans and business models of an organization.

3. Syllabus

PART I. STRATEGIC MANAGEMENT

Topic 1. Introduction: Strategic management

Topic 2. Strategic analysis

Topic 3. Formulation of strategies

Topic 4. Implementation of strategies

PART II. OPERATIONS MANAGEMENT

Topic 5. Operations planning

Topic 6. Operations programming

Topic 7. Distribution programming

4. Academic activities

Master classes: 30 hours

Theoretical-practical sessions in which the contents of the subject will be explained.

Problem solving and case studies: 30 hours

Completion of exercises on the contents of the subject, solving practical exercises using computer tools, and discussion of cases.

Teaching assignments: 27 hours

Application through work of the concepts learned.

Personal study: 60 hours**Assessment tests: 3 hours.****5. Assessment system**

Students can choose two methods:

1. Continuous assessment

Students who so wish, may be evaluated by continuous assessment, performing the following activities:

- Carrying out proposed practical exercises using computer tools. It will account for 10% of the final grade.
- Completion of a group work applying concepts from the subject. It will account for 60% of the final grade.
- Completion of an individual written test that includes theoretical and practical questions from the learned syllabus, mainly from the second part of the subject (operations management). It will account for 30% of the final grade. A grade of 4 out of 10 will be required on this test in order to average its result with those of the previous continuous assessment activities and pass the subject.

2. Global assessment

The overall assessment includes all the topics of the syllabus (theoretical and practical) and will consist of two exams:

- The first one will be the same as the one in the continuous assessment and represents 30% of the final grade.
- The second one will be carried out after the previous one and will include questions from the first part of the subject (strategic management). A grade of 4 out of 10 will be required on this test in order to average its result with that of the previous one. This exam represents 70% of the final grade.