

60809 - Strategic management

Teaching Plan Information

Academic year: 2025/26

Subject: 60809 - Strategic management

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura

Degree: 532 - Master's in Industrial Engineering

ECTS: 4.5

Year: 1

Semester: First semester

Subject type: Compulsory

Module:

1. General information

This is a fundamental subject so that the students can work in tasks such as management in organizations, project management or entrepreneurship in the future, providing them with a global business vision and the ability to make strategic decisions. In addition, it provides essential knowledge for a possible further specialization in management, as well as a strategic vision necessary for the development of activities related to any specialty of industrial engineering.

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 identify and properly manage some indicators that approximate the creation of value in the company and the role that strategy plays in this process.
- 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 main 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 how they influence business decisions.
- To use knowledge of systems of information to the management, cost analysis systems, industrial organization, production systems and logistics as well as quality management systems in the formulation and implementation of strategies
- To understand the main characteristics of the different designs and forms of organization in the company.

3. Syllabus

The content of the subject is structured in three parts or thematic blocks, plus an introductory one, divided into eight thematic units. The synthetic program is as follows:

INTRODUCTION:

Topic 1. The nature of strategic management

PART I. STRATEGIC ANALYSIS:

Topic 2. Mission, objectives and values

Topic 3. Environment analysis

Topic 4. Internal analysis

PART II. FORMULATION OF STRATEGIES:

Topic 5. Competitive strategies.

Topic 6. Growth and development strategies.

Topic 7. The internationalization strategy.

PART III. IMPLEMENTATION OF STRATEGIES

Topic 8. Evaluation and implementation of strategies.

4. Academic activities

Due to changes in the Master's degree curriculum, this course has no assigned teaching activities during the current academic year.

5. Assessment system

Assessment will be carried out through a global exam conducted within the period established for that purpose in the academic calendar.

6. Sustainable Development Goals

9 - Industry, Innovation and Infrastructure
12 - Responsible Consumption and Production
17 - Partnerships for the Goals