

## 60809 - Strategic management

### Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	532 - Master's in Industrial Engineering
ECTS	4.5
Course	1
Period	Half-yearly
Subject Type	Compulsory
Module	---

### 1.Basic info

#### 1.1.Recommendations to take this course

#### 1.2.Activities and key dates for the course

### 2.Initiation

#### 2.1.Learning outcomes that define the subject

#### 2.2.Introduction

### 3.Context and competences

#### 3.1.Goals

#### 3.2.Context and meaning of the subject in the degree

#### 3.3.Competences

#### 3.4.Importance of learning outcomes

### 4.Evaluation

### 5.Activities and resources

#### 5.1.General methodological presentation

The learning process that is designed for this subject is based on the following:

1. The theoretical foundations of the contents of the subject are presented in lectures.

In these lectures the student participation is encouraged.

2. Practical classes to solve problems, text comment, resolve cases in which the fundamentals presented in lectures are applied.

## 60809 - Strategic management

These cases can be exposed by students.

3. To make a groupware [for progressive evaluation], and it is tutored by the teacher.

The work is based on the contents of the subject.

4. To perform work or individual practical activities [for progressive evaluation].

5. Personalized attention to students through tutorials.

6. To carry out any other activities that the teacher deems appropriate (such as collection of exercises, projection of audiovisual documents, tour companies, participation of external guests ...) to achieve the learning objectives set.

### 5.2.Learning activities

Activity Type I: Lectures.

In these classes, most of the contents of the subject will be developed. Its aim is to present the knowledge and skills that the student has to acquire, and to facilitate the assimilation of that knowledge. To attend class is essential for the consolidation and development of programmed learning.

Activity Type II: Practical classes to solve problems, text comments, case resolution.

These practical classes are integrated with lectures to facilitate absorption and to offer a practical vision of knowledge. These classes promote a productive student-teacher interaction.

Activity Type VI: Practical work group mentored. [Required to opt for the progressive evaluation].

Performing a groupware based on the contents of the subject. The content and material presented is valued both as the language used and capacity for synthesis in the exhibition of the work.

Activity Type VI: Individual Practical activities. [For progressive evaluation].

To make practical work, exercises or deliverables case analysis at the individual level. Students have to apply the knowledge acquired in the theory classes to a series of proposed situations. The content and material presented is valued both as the language used and capacity for synthesis.

Activity Type VII: Effective Personal study.

It is essential that students distribute this workload throughout the semester.

## **60809 - Strategic management**

Activity type VIII: Final exam (Approximately 1.5 hours for progressive evaluation and 3 hours for overall evaluation).

### **5.3.Program**

Program

The subject of the course is divided into three, plus one introductory. Besides, the subject is divided into eight thematic units. Below collected synthetic program appears.

INTRODUCTION

Unit 1. The nature of strategic management

PART I. STRATEGIC ANALYSIS

Unit 2. Mission, objectives and values

Unit 3. Environmental Analysis

Item 4. Internal Analysis

PART II. SHAPING THE STRATEGY

Item 5. Competitive Strategies

Item 6. Growth and Development Strategies

Item 7. The internationalization strategy

PART III. IMPLEMENTATION OF STRATEGIES

Item 8. Evaluation and implementation of strategies

### **5.4.Planning and scheduling**

Schedule sessions and presentation of works

Throughout the semester, the following distribution of activities will carry out:

- Weekly sessions of lectures integrated with practical classes of 2 hours.
- Weekly sessions of lectures integrated with practical classes of 1 hour.
- Tutoring schedules be flexible and be set at the convenience of faculty and students. The exhibition of the works will be towards the end of the semester.

In any event, lectures and practical classes are held according to the schedule established by the Centre.

### **5.5.Bibliography and recommended resources**

It will be communicated in class.