

## 29131 - Strategic management

### Información del Plan Docente

Academic Year	2016/17
Academic center	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	6.0
Course	4
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:

The teaching methodology is based on a strong interaction teacher / student. This interaction is materialized by a division of labor / responsibilities among students and teachers.

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In the process of teaching and learning Strategic Management Company will use different teaching methods. On the one hand, it will continue to use the case of expository lectures didactic forms, although other didactic teaching methods-forms of participation-seeking student involvement in the teaching-learning process will be used.

### 5.2.Learning activities

The program that the student is offered to help you achieve the expected results includes the following activities:

- Classroom Activities:

&#9679; Lectures: the theoretical concepts of the subject will be explained and illustrative practical examples will be developed to support the theory when it deems necessary.

&#9679; Practical classes: problems and case studies to complement the theoretical concepts studied will be made.

- Non-contact generic activities:

&#9679; Study and assimilation of the theory presented in lectures.

&#9679; Understanding and assimilation problems and solved in practical classes practical cases.

&#9679; preparation of seminars, solving proposed problems, etc.

&#9679; Preparation of practices, development of scripts and reports.

&#9679; Prepare written continuous assessment tests and final examinations.

- Tutored autonomous activities: Although have more of a face character is taken into account separately for their idiosyncrasies, will focus mainly seminars and tutorials under the supervision of the teacher.

### 5.3.Program

1. INTRODUCTION TO THE CONCEPT OF STRATEGY
2. ANALYSIS OF COMPETITIVE ENVIRONMENT OF TOURISM COMPANIES
3. INTERNAL ANALYSIS. RESOURCES AND CAPABILITIES
4. COMPETITIVE STRATEGIES OF TOURISM COMPANIES
5. STRATEGIC DECISIONS I
6. STRATEGIC DECISIONS II

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

Schedule sessions and presentation of works

Strategic Management Course includes 4 weekly classroom sessions whose concrete planning will be published on the moodle platform for students' knowledge.

Also during the last school week oral presentations of the work in group will be made.

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

Bibliography: <http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29131&Identificador=14820>