

27352 - Integrated Management and Value Creation

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa 228 - Facultad de Empresa y Gestión Pública 301 - Facultad de Ciencias Sociales y Humanas
Degree	454 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management 448 - Degree in Business Administration and Management
ECTS	6.0
Course	4
Period	Half-yearly
Subject Type	Optional
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 has been designed for this course is based on different activities:

Theoretical lectures will be held in order to introduce theoretical concepts and real examples in the first classes.

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Practical sessions will be devoted to work on teams managing a firm in a virtual environment, involving the students in the learning process.

The course guide, lectures, practical classes and the timetable of the assessment activities will be communicated via the Universidad de Zaragoza e-learning platform (ADD).

5.2.Learning activities

The programme offered to the students to help them achieve the learning results includes the following activities:

1.- Theoretical lectures: introduce the theoretical concepts.

2.- Practical classes: allow the students apply the theoretical knowledge in the management of a firm in a context of business game.

3.-Tutorials: Face to face or by using e-learning platform (ADD) office hours, where lecturers help to clarify student's questions about the theoretical and/or practical contents of the subject.

5.3.Program

Unit 1: Strategic integration

1.1. Corporate Strategy: Mission, vision, strategies and objectives.

1.2. Policies and strategic support procedures. Strategy and strategic management. Competitive environments and classical strategies.

1.3. Horizontal strategy.

1.4. Vertical strategy.

Unit 2: Strategy, performance and value

2.1. Performance measures of the firm.

2.2. Firm growth analysis.

2.3. Risk analysis

2.4. Value of the firm.

2.5. Value innovation.

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Unit 3: Supervision of the Strategy

3.1. Supervision of the Strategy and diagnosis

3.2. Strategies for reshaping the portfolio.

3.3. Strategies for recomposing the portfolio.

3.4. Product-market strategies.

Unit 4: Integrated planning

4.1. Classical planning models

4.2. The planning crisis

4.3. Business models architecture

4.4. Potential functions for planning

Unit 5: Decision, strategy and value

5.1. Modelling the decision process

5.2. Organizational politics model

5.3. Decisional process in the organization

5.4. Effective - decision making

5.4.Planning and scheduling

Activity	Distribution	ETCS
Classroom activities		2,4
Lectures	Weekly sessions 2 hours	1,2

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Practical classes	Weekly sessions 2 hours	1,2
NON-CLASSROOM ACTIVITIES		
Final test	2,5 hours	0,1
To prepare decisions, presentations and memories in group	50 hours	2,0
To prepare test and decisions	37,5 hours	1,5

5.5. Bibliography and recommended resources

UPDATED BIBLIOGRAPHY IS AVAILABLE THROUGH THE WEBSITE OF THE LIBRARY:
<http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a>