

## 27521 - Strategic Planning

### Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	449 - Degree in Finance and Accounting
ECTS	6.0
Course	3
Period	First semester
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

Program development and achieving the established learning objectives require continued work of the student throughout the course around the following activities:

- Assistance recommended, classes and active participation in practical sessions
- Reading and study of bibliographical material indicated in each subject

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- Regular and careful Performing exercises and possible individual case studies throughout the course could propose Professor

- Conducting a job and / or group case in which analyze in detail the situation of a company or an industry chosen by consensus between the teacher and students

For better use of classes it is recommended that the student conduct a first reading of the bibliographic material of each chapter prior to the explanation in class of the item as well as a more careful reading after the explanation and in the process of realization exercise and work.

### 5.2.Learning activities

The training activities that are to be developed are intended to stimulate and exercise to students in the field of strategic planning, in order to develop in students the skills described. To achieve this objective the following are proposed as basic teaching resources:

- In the lectures clear and systematic violations of fundamental concepts of each theme exhibition will be made. The student can prepare and study the contents before class, since it has the relevant literature. In classes these concepts will be discussed and the doubts that have been found will be resolved.

- The practical sessions will be devoted to solving practical problems or cases in which an active student participation is required. He also proceed to the exhibition by the students of some of the practical activities. .

- Students, integrated teams, will conduct a strategic analysis of a selected company. The work will allow students to use concepts and apply appropriate program for assessment and strategic decisions of the company tools. Students must notify the teacher in charge, on the date indicated, the composition of the groups. Subsequently, the working groups in consensus with the teacher selected the company on which each group will have to develop the work. Throughout the course, presentations of some parts of the work will be practical sessions.

### 5.3.Program

#### PART I. Fundamentals of Strategic Planning

##### Topic 1: Strategic decisions

###### 1.1. Features decisions

###### 1.2. Steps of decision making

###### 1.3. Barriers to decision making

###### 1.4. Product portfolio matrix

##### Topic 2: The evolution of Strategic Planning

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2.1 Classic models of Strategic Planning

2.2. Characteristics of planning models

2.3. Strategic planning process

2.4. Definition and levels of strategy

2.5. Value creation and managing conflicts of interest

Topic 3: External Environment

3.1. The macro environmental factors

3.2. The competitive environment

3.3. Response to the influence of environment

Topic 4: The added value of the company

4.1. Corporate identity and strategic profile

4.2. Analysis of resources and capabilities

4.3. Competitive position

4.4. The value chain model

Topic 5: Strategies enterprise and business

5.1. Growth strategy in business

5.2. Vertical integration strategies

5.3. Internal and external growth of business

5.4. Cost leadership and differentiation strategies

PART 2. Fundamentals of Organization, Direction and Strategic Control

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Topic 6: Organizational vision and strategy

6.1. How strategy shapes structure

6.2. Managing organizational change

Topic 7: Management with strategic vision

7.1. Leadership

7.2. Motivation

7.3. Team management

Topic 8: Control with strategic vision

8.1. Indicators and monitoring

### 5.4.Planning and scheduling

The timing of the sessions will be published on the website of the center. The presentation of papers and exposure of other activities will be communicated by the professor through appropriate means.

Activities Calendar:

Training and evaluation activities	Distribution	Credits
CLASSROOM ACTIVITIES		<b>2,4</b>
Theoretical classes	2-hour sessions per week	1,2
Practical classes	2-hour sessions per week	1,2
Non-contact activities		<b>3,6</b>
Final exam	1 exam 4 hours	0,2
Personal work includes test preparation	86 hours	3,4

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The calculations were performed considering 15 weeks

### 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>