

COURSE GUIDE: 2018-19

COURSE DETAILS

Name :	Strategic Management I		
Code :	62104206	Plan :	Grado en Administración y Dirección de Empresas (Plan 2010)
Academic year :	2018-19	Level :	Degree
Course :	4 th year	Type :	Compulsory
Semester :	First term		

TIME DISTRIBUTION IN ACCORDANCE WITH REGULATION

ECTS :	6	In-class hours:	45
		Not in-class hours:	105
		Total time (in hours):	150

USE OF VIRTUAL PLATFORM:	Teaching support
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LECTURER DETAILS


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ACTIVITIES ORGANIZATION

Planned activities for learning and workload distribution per activity (in hours)

I. STUDENT'S ACTIVITIES (In-class / Online)	• Great Group	
	• Teaching group [Example]	31
	• Work group / small group [Example]	14
	<i>Total In-class/Online time :</i>	45
II. STUDENT'S AUTONOMOUS ACTIVITIES (not in-class)	•	105
	<i>Total not in-class time :</i>	105
TOTAL WORKING HOURS		150

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ELEMENTS OF INTEREST FOR COURSE LEARNING

Justification of contents

This subject synthesizes and integrates the knowledge and skills acquired on business management in the different courses or functional areas of the organizations, in order to carry out an effective decision-making in the organizational field.

The specific objectives that are intended to be achieved in this course are the following:

- Recognize the role of strategic management as an integrator of contributions from other disciplines with the goal of developing a body of knowledge on its own, generating practical implications in the direction and management of any type of company or organization.
- Transmit to the student the permanent need to adapt to business and environmental changes, which can only be achieved with an adequate knowledge of the business organization and the environment in which it operates.
- Provide the student with mechanisms to identify strategic alternatives appropriate to their internal and external context, and the selection criteria.
- Provide the student with mechanisms for implementing and monitoring the strategies implemented.
- To transmit to the student stimuli to permanently develop the business knowledge update mechanisms, that are required to realize the managerial activities in an efficient manner.

Other courses related

Strategic Management II; Introduction to Business Administration; Management Skills; Organizational Design. Operations Management; Marketing Management; Financial Management.

Minimum knowledge required to deal with the Course

This subject uses concepts and tools developed in other courses related to business management, mainly those related to business management and organization, marketing, production, human resources, accounting and finance, economics ... Therefore, a certain level domain of these subjects facilitates the understanding and development of the subject.

COMPETENCIES

General competencies

General objectives of the University of Almería:

- Professional Basic Knowledge
- Capacity for criticism and self-criticism
- Teamwork

Other general objectives

- Understand and possess knowledge
- Ability to make judgments
- Ability to learn

Specific competencies developed

Ability to develop a strategic vision and to make strategic decisions in the company. OEM02
Ability to master computer tools applied to the organization and management of companies. OEM05

- Ability to work with limited resources and information.
- Ability to explain and convince.
- Ability to accept other perspectives and points of view.

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LEARNING OBJECTIVES/OUTCOMES

At the end of the course the student will be able to apply the contents developed (in this subject and other related subjects throughout the studies) for planning and making decisions that have a direct impact on improving competitiveness and results of the organization, considering issues of sustainability (own company, society and environment). And in a specific way:

UAL1: That the students master the knowledge, skills and attitudes that make possible the understanding of new theories, interpretations, methods and techniques within different disciplinary fields, leading to optimally satisfy the professional demands.

UAL5: That the students show an ability to question ideas, actions and judgments, both their own and those of others.

UAL6: That students are able to integrate and collaborate actively in the achievement of common objectives, with other people, areas and organizations in both national and international contexts.

RD1: That students are able to apply the knowledge acquired to their work.

RD3: That students have the ability to gather and interpret relevant data to make judgments.

RD3: That students develop learning skills that allow them to evaluate new situations.

OEM02: That students have a strategic vision of the direction of companies

OEM05: That students are able to acquire skills and master computer tools applied to the organization and management of companies.

Ability to work with limited resources and information.

Ability to explain and convince.

Ability to accept other perspectives and points of view.

CONTENTS

Module I	Introduction
Contents	Unit 1. The Concept of Strategy
Module II	Strategic Analysis
Contents	Unit 2. Goals, Values and Performance Unit 3. Environment Analysis Unit 4. Specific Environment Analysis Unit 5. Internal Factors Unit 6. Analyzing Resources and Capabilities
Methodology	The classes will be mostly practical and participatory, focusing on the clarification of conceptual doubts and applications. In general, each unit will be complemented with a case or practical activity of each topic that helps to understand the theory and its application. Throughout the course, students in teams will develop a Strategic Plan Report applied to a real company / organization.

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	<p>Throughout the course other complementary activities (businessmen and managers talks, case analysis, audio visual projection...) will be proposed to students. In any case this course requires the active participation of the student.</p> <p>We will perform continuous assessment / feedback using Kahoot.</p>
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EVALUATION SYSTEM	
Assessment criteria	
Knowledge acquisition and application, Participation at class, Information search, analysis and assessment	
Assessment instruments	
<ul style="list-style-type: none"> • Theory.- Measured with a final exam, composed by test with multiple choice answers. It represents 50% of the final grade. Competence evaluation RD1, UAL1, OEM02 • Practice.- A practical application of the contents developed at class through a Strategic Plan elaboration, consisting in the justified proposal of strategies for a real operating company, chosen by the students (preferably in groups of 3-4). It represents 40% of the final grade. Skills assessment RD3, UAL5, UAL6, OEM02, OEM05 • Participation in class and complementary contributions. It represents 10% of the final grade. Competence evaluation RD3, UAL5, OEM02. Also attendance is included in this item <p>The valuation of each part will be carried out separately, having to obtain a minimum score (4 points) in the theoretical and practical parts. It is necessary to achieve at least 5 points out 10 in average to pass the subject.</p>	
Monitoring mechanisms	
<ul style="list-style-type: none"> • Access to Virtual Classroom • Participation in communication and debate tools • Activities at class and Aula Virtual • Participation in additional activities 	

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BIBLIOGRAPHY
Recommended bibliography
<p>NAVAS, J., & GUERRAS, L. (2013). Fundamentals of Strategic Management. Thomson Reuters-Civitas.</p> <p>GRANT, R. M. (2016). Contemporary strategy analysis: Text and cases edition. John Wiley & Sons.</p>
Bibliography existing in the library of the University of Almeria
http://almirez.ual.es/search/x?SEARCH=62104207
WEB ADRESSES

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