## Strategic Management

### General Overview of the Competence

**Degree:** Business Management - Grado en Administración y Dirección de Empresas  
**Materia:** Strategic Management I  
**Type:** Basic Training  
**Compulsory:** X  
**Elective:**  
**Credits:** 5 ECTS  
**Course:** 2  
**Semester:** 1  
**Module:** XXI Century Organizations - Organizaciones del siglo XXI  
**Language:** English

### Main Information of the Competence

C211. To be able to develop a strategic planning process for which is necessary to use certain tools for analysing and formulating strategies.

### 2. Requirements

None.

### 3. Transversal Competences

LO1. Digital competences  
LO2. Oral and written communication  
LO3. Usage of information sources  
LO4. Problem-solving mindset  
LO6. Global vision

### 4. Methodology

The methodologies used are student-centred for him/her to be the main “axes” of his/her own learning process. The teacher will oversee the guidance of the learning process.

<table>
<thead>
<tr>
<th>Project Based Learning</th>
<th>Problem Based Learning</th>
<th>Case Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Teamwork</td>
<td>Company Visits</td>
<td>Role Plays</td>
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<tr>
<td>X</td>
<td></td>
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<tr>
<td>Workshops</td>
<td>Expert Talks</td>
<td>Web 2.0 (Wikis, blogs, social networks,.....)</td>
</tr>
<tr>
<td></td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
### 5. PROGRAMME

| Competence 211 (C211) | • Strategic reflection and planning process; analysis and diagnosis of the situation, followed by the selection of strategies.  
|                       | • Tools for the strategic analysis  
|                       | • Implementation of the strategic plan; Balanced Scorecard. |

### 6. BIBLIOGRAPHY

|                       | • MARKIDES, C.C. & CUSUMANO M.A (2001): Strategic Thinking for the next economy, MIT  
|                       | • Sloan Management Review, Jossey-Bass, San Francisco  
|                       | • MINTZBERG, H. (1999): Safari a la estrategia, Granica, Barcelona  
|                       | • MARKIDES, C.C. & CUSUMANO M.A (2001): Strategic Thinking for the next economy, MIT  
|                       | • MINTZBERG, H. (1999): Safari a la estrategia, Granica, Barcelona  
7. ASSESSMENT

These are the activities that will be assessed in the STRATEGIC MANAGEMENT subject:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Attendance and class activities</td>
</tr>
<tr>
<td>A2</td>
<td>Individual work: Business Model Canvas</td>
</tr>
<tr>
<td>A3</td>
<td>Presentation of Individual Work</td>
</tr>
<tr>
<td>A4</td>
<td>Teamwork: Strategic Plan</td>
</tr>
<tr>
<td>A5</td>
<td>Teamwork presentation</td>
</tr>
</tbody>
</table>

The assessment of the above mentioned activities will be the following:

<table>
<thead>
<tr>
<th>STRATEGIC MANAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Competence</strong></td>
</tr>
<tr>
<td><strong>Learning Outcome</strong></td>
</tr>
<tr>
<td>A1: PARTICIPATION (LO1,2,4)</td>
</tr>
<tr>
<td>A2: INDIVIDUAL WORK (LO2,3,4)</td>
</tr>
<tr>
<td>A3: PRESENTATION OF INDIVIDUAL WORK (LO2)</td>
</tr>
<tr>
<td>A4: TEAMWORK (LO2, 3, 4 Y 5)</td>
</tr>
<tr>
<td>A5: PRESENTATION OF TEAMWORK (LO2, 5)</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
</tr>
</tbody>
</table>

Activities where LO-s are assessed:
- LO1. Digital competences
- LO2. Oral and written communication
- LO3. Usage of information sources
- LO4. Problem-solving mindset
- LO6. Global vision

How to pass this Competence:
The specific requirements will be displayed the first class day. These are some minimum requirements for passing the subject:
Minimum of 5/10 in the Competence (C).
- Minimum 4/10 in each Learning Outcome (LO).
- There is a second chance for the exam, not for the works.