



Universidad de  
**La Sabana**

## SUBJECT SYLLABUS

### ACADEMIC OVERVIEW

#### INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

**SUBJECT NAME AND CODE:** Strategic Planning I (81110) – Strategic Management I  
**PROGRAM:** Bachelor of Business Administration (BBA)  
Bachelor of International Business (BIB)  
Bachelor of International Marketing & Logistics Administration (BIMLA)  
**LEVEL OF STUDY:** Undergraduate Program

GENERAL ACADEMIC INFORMATION			
<b>LATEST UPDATE</b>	2016-2		
<b>ACADEMIC AREA</b>	Administration & Organizations		
<b>SEMESTER</b>	Fourth, Third, Third, respectively		
<b>SUBJECT TYPE</b>	Mandatory		
<b>CREDIT POINTS</b>	3		
<b>CLASSROOM HOURS PER WEEK</b>	4		
<b>PRE-REQUISITES</b>	Introduction to Administration, Organizational Theory		
<b>LANGUAGE</b>	English		
<b>INTERNATIONAL CONTENT</b>	<ul style="list-style-type: none"><li>• Reading materials include international journal articles</li><li>• Reading materials in English</li><li>• Research tasks on intercultural contexts</li><li>• Foreign speakers or professors visiting the classroom or participating online</li><li>• Development of projects with international or intercultural focus</li><li>• International cases are used and compared against national reality</li><li>• International bibliography is used</li></ul>		
COURSE DETAILS			
<b>COURSE DESCRIPTION</b>	To provide students with basic knowledge about the process of strategic management within a company, so that they understand the relevance of organizational strategies in the success of business performance, analysis of its strategic situation, understanding and impact of organizational objectives, the necessary basis for the choice of appropriate strategies, and understanding of strategic enterprise architecture.		
<b>COMPETENCES DEVELOPED</b>	<b>Competence</b>	<b>Emphasis</b>	<b>Intended Learning Outcome (ILO)*</b>

	Understand concepts about strategy and its associated theories and concepts.	Knowledge	ILO01, ILO05,
	Writing essays and business case studies related to the impact of the strategies within a company.	Knowledge	BBA ILO07, ILO03
	Planning and evaluating strategies of different functional areas of a company, taking into account the forecasting tools in the design of this type of scenario.	Knowledge	ILO01, ILO05
	Analyze the organizational reality, by reaching conclusions when contrasting theories with organizational reality	Skill	ILO02, ILO04
	<p><b>* Intended Learning Outcome</b></p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics &amp; Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BBA ILO07: Communication: Communicate effectively in written and spoken manner in Spanish and English</p>		
<b>COURSE CONTENTS</b>	<ol style="list-style-type: none"> <li>1. MÓDULO I Fundamentals of Strategic Management.</li> <li>2. MÓDULO II Business mission and vision</li> <li>3. MÓDULO III External Evaluation, Economic, social and cultural variables; Porter's five forces, evaluation matrix, competitive profile matrix.</li> <li>4. MÓDULO IV: Internal Evaluation</li> <li>5. MÓDULO V Strategic planning introduction, type of strategies and Strategy schools</li> <li>6. MÓDULO VI Internal analysis and decision: resources, capabilities, core competences</li> <li>7. Module VII Application Strategies: Administration and operations</li> <li>8. Module VIII Strategy formulation &amp; strategic choice: Marketing, Finance, Accounting</li> </ol>		
<b>METHODOLOGY</b>	<p>Lecture and Case Method</p> <p>Theoretical classes</p> <p>Participative classes and Practical Exercises</p> <p>Workshops</p> <p>Course Discussions</p> <p>Fieldwork activities</p>		

	<p>Research, through inquiring and additional literature reviewing, plus empirical comparison of strategic analysis models and strategic decisions.</p> <p>Read, through assuming an analytical and interpretive viewpoint when faced to assigned texts &amp; readings</p> <p>Write, through composing essays and business case studies in which the course subject matter are illustrated</p>
<p><b>ASSESSMENT</b></p>	<p>According to the teaching technique of case method, the following strategies for evaluation will be used:</p> <ul style="list-style-type: none"> <li>• Class participation</li> <li>• Written evaluations</li> <li>• Assessment in real or specific situations</li> <li>• Comprehensive on-going assessment throughout the learning process</li> <li>• Conceptual Maps</li> <li>• Teamwork and contributions for the team</li> </ul> <p>Two mid-term exams (60%) and a final exam (40%)</p>