



Universidad de
La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Competitive Strategy & Innovation (552501)

PROGRAM: Bachelor of Business Administration (BBA)

LEVEL OF STUDY Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Administration & Organizations		
SEMESTER	Fifth		
SUBJECT TYPE	Mandatory		
CREDIT POINTS	2		
CLASSROOM HOURS PER WEEK	3		
PRE-REQUISITES	Administration Foundations, Organizational Theory, Strategic Planning I		
LANGUAGE	English		
INTERNATIONAL CONTENT	<ul style="list-style-type: none"> • Reading materials include international journal articles • Reading materials in English • International cases are used and compared against national reality • International bibliography is used 		
COURSE DETAILS			
COURSE DESCRIPTION	<p>To learn why and how innovation can be understood as strategic logic to streamline processes of adaptation and competitiveness in the organization. To understand considerations, benefits and difficulties inherent in the implementation of innovation processes in organizational systems, by developing an own critical position to understand, manage and apply innovation activities.</p>		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Evidencing comprehension of multicultural environments, in local and global contexts.	Knowledge	ILO01, ILO02, ILO03

	Assessing information by means of critical and analytical reasoning to address changing business situations.	Knowledge	ILO03, ILO04, BBA ILO07
	Learning and working with people from different backgrounds to solve problems, develop meaningful relationships and share knowledge.	Knowledge	ILO03, ILO04,
	Applying, from a spirit of entrepreneurship and creative thinking, management processes for established or startup companies proposed by the student.	Skill	ILO01, ILO02, ILO03, BBA ILO06, BBA ILO07
COURSE CONTENTS	* Intended Learning Outcome		
	<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 & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BBA ILO06: Entrepreneurship & Innovation: Apply and improve, with entrepreneurship spirit and creative thinking, management processes for established companies or student start-ups.</p> <p>BBA ILO07: Communication: Communicate effectively in written and spoken manner in Spanish and English.</p> <ol style="list-style-type: none"> 1. Strategy & creative thinking: convergent and divergent thinking 2. Strategy & creative thinking: strategy for innovation 3. International competitiveness of business and policies 4. Capacity building for global market in amid concurrent concepts 5. Cost comparative advantage to systemic competitiveness 6. Determining factors of systemic competitiveness. Meta-level: development of national capacity for addressing 7. Determining factors of systemic competitiveness. Macro-level: ensuring stable macroeconomic conditions 8. Determining factors of systemic competitiveness. Micro-level: transition to the new best practice 9. Determining factors of systemic competitiveness. Formation of structures in the meso-level: importance of selective policies 10. Systemic competitiveness: developing countries endure challenges 		

	11. Core tasks and implementation guidelines
METHODOLOGY	<p>Lecture and Case Method Theoretical classes Participative classes Workshops Course Discussions Practical Exercises Written tests, essays, presentations and integral projects:</p> <ul style="list-style-type: none"> -Abstraction, by understanding the concept of strategy and related theories. -Analytical skills of organizational reality, by reaching conclusions when contrasting theories against organizational reality. -Research, through inquiring, reviewing additional literature, and the implementing empirical contrast of strategic analysis models and strategic decisions. -Reading, through assuming an analytical and interpretive viewpoint when faced to assigned texts & readings. -Writing, by composing essays and business case studies in which the course subject matters are illustrated. <p>Fieldwork activities</p>
ASSESSMENT	<p>According to the teaching technique of case method, the following strategies for evaluation will be used:</p> <ul style="list-style-type: none"> • Class participation • Written evaluations • Assessment in real or specific situations • Comprehensive on-going assessment throughout the learning process • Midterm exam: By the end of each term, there will be a midterm exam that corresponds to 35% of the grade value of the respective term. • Workshops & reading comprehension tests: this evaluation will include analysis and discussion of additional documents, and an individual paper where the student includes the information required for evaluation. 10% of the grade value of the respective term. • Final paper: 55% of the grade value of each term. It will be evaluated in three moments and may be performed in groups of maximum three (3) students. The final paper must include the development of a proposal for implementing a Research Management System, development and innovation (R&D) in a small or medium-sized business. Each submission must be in writing. Each document has to be supported by a complementary literature review that links the concepts addressed in the course and the implementing proposal.