



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Strategic Design to Grow in the Market (DECEM)
PROGRAM: Marketing & International Logistics Administration
Level of Study Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2014-2
VALID FOR	Valid
ACADEMIC AREA	Operations
CYCLE	Professional
SEMESTER	Seventh - Eighth
SUBJECT TYPE	Elective
CREDIT POINTS	3
CLASSROOM HOURS PER WEEK	3
PRE-REQUISITES	Logistics of Distribution (1471604) and English level VII
LANGUAGE	Spanish
TEACHER'S NAME	
COURSE DETAILS	
COMPETENCES DEVELOPED	The student must develop: 1. Decision-making 2. Teamwork 3. Effective communication 4. Managerial and leadership skills
COURSE CONTENTS	UNIT I: Introduction to the Six Sigma methodology and customer definition UNIT II: Problem definition and procedures maps UNIT III: System assessment and critical variables UNIT IV: Vital variables and system improvement UNIT V: Improvement control
METHODOLOGY	Lecture, case studies & Socratic method
ASSESSMENT	Term I 10%: Papers, tests & other 20%: Mid-term exam Term II 10%: Papers, tests & other 20%: Mid-term exam Term III 10%: Papers, tests & other 30%: Final exam
LINKS:	
WEEKLY PLAN	Provided by request
DETAILED CONTENT	Provided by request

