

**SUBJECT SYLLABUS  
ACADEMIC OVERVIEW  
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**COURSE NAME AND CODE:** Strategic Formulation of Service (962401)

**PROGRAM:**

Bachelor of Administration & Service (BA&S)

**LEVEL OF STUDY:**

Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
<b>LATEST UPDATE</b>	2020-2				
<b>ACADEMIC DEPARTMENT</b>	Administration & Organizations				
<b>SUBJECT TYPE</b>	Mandatory				
<b>LANGUAGE</b>	English				
<b>SEMESTER</b>	Programme	Semester			
	BA&S	5			
<b>NUMBER OF ACADEMIC CREDITS</b>	3				
<b>HOURS OF ACADEMIC WORK</b>	144	<b>CONTACT HOURS</b>	64	<b>HOURS OF INDEPENDENT/AUTONOMOUS WORK</b>	128
<b>LEARNING PREREQUISITES</b>	<p>Mastering the fundamental concepts of the organizational theory, assessing the organization and its environment, mastering the elements that make up organizational design and organizational change processes. Distinguish the elements that constitute an organization and identify the variables by which organizations can be studied. Identify the concepts of strategy and organizational structure and their distinctive features. Identify the concept of organizational capabilities and life cycle of an organization. Recognize the Organization as a Political system, with formal and informal relationships. Relate the concepts of Power, politics and control as components of life and organizational management. Recognize the concept of Organizational Culture from the managerial perspective. Level of English IV.</p>				

<b>INTERNATIONAL COMPONENT</b>	<ul style="list-style-type: none"> <li>National and international standards, policies, regulations and mores related to the professional field.</li> <li>Vocabulary and technical language to communicate in different cultural contexts.</li> <li>Intercultural challenges.</li> </ul>					
<b>SUSTAINABLE DEVELOPMENT GOALS (SDG)</b>	9. Industry, Innovation and Infrastructure					
<b>COURSE DETAILS</b>						
<b>COURSE DESCRIPTION</b>	Provide students with basic knowledge about the strategic management process within a service company, so that they can understand the relevance of organizational strategies in the success of business performance, analysis of their strategic situation, understanding and impact of the organizational objectives, the necessary bases for the choice of the appropriate strategies and the understanding of the business strategic architecture.					
<b>KEY WORDS:</b>	Strategy, Strategic Management					
<b>COMPETENCES DEVELOPED</b>	<b>EICEA ILOS or Programme ILOS</b>	<b>Course ILOS</b>	<b>Type</b>	<b>Content</b>	<b>Teaching and Learning strategy</b>	<b>Assessment Method</b>
	ILO06 ILO01 ILO04	Understand the concepts of strategy and the theories associated with it	Knowledge	<ul style="list-style-type: none"> <li>Nature of strategic management</li> <li>The strategic management model in a service company</li> <li>Vision and mission of the company</li> <li>External evaluation</li> <li>Internal evaluation</li> <li>Types of strategies</li> </ul>	Theoretical Class	Formative Assessment
	ILO01 ILO02 ILO05 ILO06 BIB ILO08	Formulate and evaluate the strategies of the different functional areas of a company, taking into account the forecasting tools in the	Knowledge	<ul style="list-style-type: none"> <li>Ethics, responsibility and sustainability.</li> </ul>	Flipped Classroom	
				<ul style="list-style-type: none"> <li>Formulation and selection of strategies</li> <li>Strategy implementation</li> <li>Strategy evaluation</li> <li>International and global aspects of the strategy</li> </ul>	Simulation Scenarios	Formative Assessment Self-Evaluation

	design of this type of scenario.				
ILO03 BBA ILO07	Write essays and business case studies related to the impact of strategies within a company.	Skill	- Preparation and analysis of cases, related to business strategy	Case Study	Summative Assessment
<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>ILO05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>ILO06: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BBA ILO07: Entrepreneurship &amp; Innovation: Apply and improve, with entrepreneurship spirit and creative thinking, management processes for established companies or student start-ups.</p> <p>BIB ILO08: International Business Plan: Develop and apply entrepreneurial spirit and creative thinking through a business plan associated with an established company or a student start-up.</p>					

**BIBLIOGRAPHY**

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