

**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					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Administration & Organizations				
SUBJECT TYPE	Mandatory				
LANGUAGE	English				
SEMESTER	Programme	Semester			
	BA&S	5			
NUMBER OF ACADEMIC CREDITS	3				
HOURS OF ACADEMIC WORK	144	CONTACT HOURS	64	HOURS OF INDEPENDENT/AUTONOMOUS WORK	128
LEARNING PREREQUISITES	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.				

INTERNATIONAL COMPONENT	<ul style="list-style-type: none">National and international standards, policies, regulations and mores related to the professional field.Vocabulary and technical language to communicate in different cultural contexts.Intercultural challenges.					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	9. Industry, Innovation and Infrastructure					
COURSE DETAILS						
COURSE DESCRIPTION	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.					
KEY WORDS:	Strategy, Strategic Management					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO06 ILO01 ILO04	Understand the concepts of strategy and the theories associated with it	Knowledge	- Nature of strategic management - The strategic management model in a service company - Vision and mission of the company - External evaluation - Internal evaluation - Types of strategies	Theoretical Class	Formative Assessment
				- Ethics, responsibility and sustainability.	Flipped Classroom	
	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	Formulation and selection of strategies Strategy implementation Strategy evaluation	Simulation Scenarios	Formative Assessment Self-Evaluation
				International and global aspects of the strategy		

BIBLIOGRAPHY

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