

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

COURSE NAME AND CODE: **Strategic Planning II (552701)**

PROGRAM:

Bachelor of Business Administration (BBA)

LEVEL OF STUDY:

Undergraduate Programme

GENERAL ACADEMIC INFORMATION				
LATEST UPDATE	2020-2			
ACADEMIC DEPARTMENT	Administration & Organizations			
SUBJECT TYPE	Mandatory			
LANGUAGE	Spanish			
SEMESTER	Programme	Semester		
	BBA	7		
NUMBER OF ACADEMIC CREDITS	2			
HOURS OF ACADEMIC WORK	96	Contact hours	48	Hours of independent/autonomous work
				48
LEARNING PREREQUISITES	Strategic Direction I, Understand the concepts of strategy and the theories associated with it. Formulate and evaluate the strategies of the different functional areas of a company, taking into account the forecasting tools in the design of this type of scenario. Understand the concepts of strategy and the theories associated with it. Formulate and evaluate the strategies of the different functional areas of a company, taking into account the forecasting tools in the design of this type of scenario. Write essays and business case studies related to the impact of strategies within a company.			

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)	8. Decent Work and Economic Growth					
COURSE DETAILS						
COURSE DESCRIPTION	<p>The Strategic Direction II course, collects the teachings of the previous course (Strategic Direction I) and ensures that the student, through the approach of problems / cases / challenges, raises proposals and argued solutions that at a certain moment facilitate carrying out processes strategies in the organization and achieve the objectives that he/she has set.</p> <p>In this order of ideas, the course will address the study of the tools that allow developing strategic deliberations around business and sector issues. Scenario strategic planning techniques facilitate the design of alternatives for making business decisions. Its application in the design of policies of various kinds, as well as its use in the business world, make it a current of thought worthy of being considered in training processes of administrative discipline.</p>					
KEY WORDS:	Prospective, future studies, strategic planning					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO03	Understand the strategic management processes of the organization applied in a specific case or challenge.	Knowledge	Strategic foresight Prospective structural analysis Identification and design of scenarios Identification of bet scenario and layout proposal	Problems Based Learning	Formative Assessment Summative Assessment Self-Evaluation
	ILO05			Introduction to strategic planning by scenarios	Theoretical Class	Formative Assessment
	BBA ILO08			Strategic communication and strategy control	Problems Based Learning	Formative and Summative Assessment

	ILO01	Apply the multiple concepts associated with strategy in order to solve a strategic case or challenge in an organization.	Skill	Organizational, sectorial and environmental diagnosis.	Problems Based Learning	Formative Assessment Self-Evaluation
	ILO04			Problematization of key variables	Problems Based Learning	Formative and Summative Assessment
	ILO02	Identify strategic decision-making processes and the construction of shared visions of the future in an organization.	Knowledge	Study of organizational and environmental trends. Identification of organizational change factors.	Problems Based Learning	Formative Assessment Summative Assessment Self-Evaluation
<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>ILO05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>BBA ILO08: Communication: Communicate effectively in written and spoken manner in Spanish and English.</p>						
BIBLIOGRAPHY	<ul style="list-style-type: none"> • Collis, D. & Rukstad, M. (2008). ¿Puede usted decir cuál es su estrategia? Harvard Business Review, abril • Martin, R. (2014). La gran mentira de la planificación estratégica. Harvard Business Review (enero-febrero), 2-8. • Rodriguez, E. (1991). La prospectiva como disciplina sistémica. Revista Universidad Eafit. 82, 27 – 37. • Mojica, F (2006). Concepto y aplicación de la prospectiva estratégica. Revista Med, 14, 122-131. • Churchhouse, S., Palermo, A., & Hoffman, J. (2018). Aplicando la planificación de escenarios para reformular estrategias. Harvard Deusto Business Review, 274, 30-40. • The Rockefeller Foundation – GNB (2010). Scenarios for the future of technology and international development. New York: TRF • Godet, M. (1995). De la anticipación a la acción: Manual de prospectiva y estrategia. Bogotá: Alfaomega Editores. 					

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| | <ul style="list-style-type: none">• Caplice, C., Phadnis, S. & Sheffi, Y. (2017). Cómo la planificación de escenarios influye en las decisiones estratégicas. <i>Harvard Deusto Business Review</i>, 275, 66-72.• Cubillos, L & Noguera, A. (2007). La pertinencia de las facultades de Administración. Un estudio prospectivo al año 2015. <i>Universidad y Empresa</i>, 6 (12): 194-224.• Castellanos, O., Fúquene, A., Ramírez, D. (2011). Análisis de tendencias: De la información a la innovación. Bogotá: Universidad Nacional de Colombia.• Noguera, A. (2008) Enseñando Prospectiva. Bogotá: Editorial Universidad del Rosario.• Morales, C. (2010) Estrategia y planificación estratégica en tiempos de incertidumbre. <i>Harvard Deusto Management & Innovación</i>, 23, 8-15.• Morales, C. (2020). Estrategia e incertidumbre. Cuando el paradigma ya no es suficiente. <i>Harvard Deusto Business Review</i>, 186, 62-69. |
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