

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

COURSE NAME AND CODE: **Strategy and Value Creation (962403)**

PROGRAM:

Bachelor of Administration & Service (BA&S)

LEVEL OF STUDY:

Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Service, Quality, and Hospitality				
SUBJECT TYPE	Mandatory				
LANGUAGE	English				
SEMESTER	Programme	Semester			
	BA&S	4			
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC WORK	96	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	48
LEARNING PREREQUISITES	<ul style="list-style-type: none">• Know and master the theories and principles of administration.• Know the theories of service and quality.• Know the customer experience models.• Know the processes in the execution of service operations.				
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.				

	<ul style="list-style-type: none">Courses linked to international challenges or projects with teams composed by both international faculty and students.					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality					
COURSE DETAILS						
COURSE DESCRIPTION	This subject empowers the student to acquire knowledge and analytical thinking typical of service administrators in the face of understanding the act of co-creating service value and formulating a strategic, innovative, distinctive and competitive vision; enough to create effective, productive and profitable long-term links between the user and the service provider.					
KEY WORDS:	Strategy, value creation, co-creation.					
COMPETENCES DEVELOPED	EICEA ILOS or Program me ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO02 ILO03	Know the key elements for the formulation of a distinctive and competitive innovative strategy	Knowledge	STRATEGIC PRINCIPLES OF THE SERVICE a. Value, Creation of Value, Co-creation of Value in the Provision of the Service b. Strategy, Competitive Advantage and Service Strategy c. The Service Value Chain d. The Emotional Value of Service	Projects Based Learning	Formative Assessment
	BA&S ILO07	Know the importance of the act of value co-creation in service organizations.	Knowledge	STRATEGIC VISION OF SERVICE a. Distinctive environment b. Levels of competitiveness c. Information role	Projects Based Learning	Formative Assessment
	BA&S ILO08.					
	BA&S ILO09.	Formulate effective, productive and profitable long-term links between the user and the service provider.	Skills	STRATEGIC SERVICE ELEMENTS a. The user of the Service b. Strategic Orientation c. The Service Proposal d. Service delivery e. The Provider and the Service Manager	Service learning	Formative Assessment

				f. Measurement / Service Metrics WORLD CLASS SERVICE		
	<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>BA&S ILO07: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers.</p> <p>BA&S ILO08: Understand transformational leadership to improve organizations and human resource development.</p> <p>BA&S ILO09: Communication: Communicate effectively in written and spoken manner in Spanish and English and three levels of third language.</p>					
BIBLIOGRAPHY	<ul style="list-style-type: none"> • Lovelock, C., Reynoso, J., D'Andrea, G., Huete, L., Sánchez, C. (2011) Administración de servicios: estrategias para la creación de valor en el nuevo paradigma de los negocios. (Sánchez Carrión, M., Trad.). México: Pearson Educación. LECTURAS COMPLEMENTARIAS • Fitzsmmons, J., Fitzsmmons, M., & Bordoloi, S. (2010). Service Management Operations, Strategy, information technology. New York: McGraw-Hill. • Hamel, G. (2012). What Matters Now: How to Win in a World of Relentless Change, Ferocious Competition, and Unstoppable Innovation. San Francisco: Wiley. • Porter, M. E. (2009). Estrategia competitiva técnicas para el análisis de los sectores industriales y de la competencia. Madrid: Pirámide. 					