

Weekly Course Calendar

This calendar shows the division of the workload for the subject on a weekly basis for the whole quarter.

Week	Learning pathway	We will learn to	Units	Synchronous lessons	Case studies	Personal development plan	Test
Week 1	MODULE 1. Core concepts	Know the difference between mission, vision, objectives, and policies. Know how to correctly set strategic targets. Understand the concept of value creation and how to apply it to any given company.	Unit 1. Strategic Management: Nature and Traditional Approach	Introduction to the subject 45 min. Lesson unit 1			Test for unit 1 (0.1 points)
Week 2		Understand competitive advantages and identify them in a given company.	Unit 2. Present and evolution of strategic management	Lesson unit 2	Case Study 1 Individual reading and assignment.		
Week 3		Understand how innovation can help create competitive advantages.		Lesson Introduction to Case 1			Test for unit 2 (0.1 points)
Week 4	MODULE 2. Strategic Analysis and its Tools	Know the applications, development, and interpretation of the following analysis tools for any given company: PESTEL, PORTER, SWOT and CAME.	Unit 3. Traditional Tools for Strategic Analysis	Lesson unit 3	Case Study 1 Team activity		Test for unit 3 (0.1 points)
Week 5				Lesson Solution to Case 1	Case Study 1 Presenting conclusions (5 points)		

Week 6		Know how to interpret a trend matrix. Know the applications of a context map.	Unit 4. Emerging Tools for Strategic Analysis	Lesson unit 4	Case Study 2 Individual reading and assignment.		Test for unit 4 (0.1 points)
Week 7		Know the applications and interpretations of benchmarking.		Lesson Introduction to Case 2			
Week 8	MODULE 3. Online marketing and planning	Understand and interpret a BCG-matrix. Understand and interpret a McKinsey matrix.	Unit 5. Traditional Tools for Strategic Analysis	Lesson unit 5	Case Study 2 Team activity		Test for unit 5 (0.1 points)
Week 9		Know the applications, development and interpretation of an Ansoff growth matrix.			Case Study 2 Presenting conclusions (5 points)		
Week 10		Know the applications, development and interpretation of a PTM. Understand the four possible strategies when a product or service is launched and their relation to the product or service life cycle. Know the applications, development and interpretation of a strategy canvas and the ERRC grid. Understand and apply the tools of a value proposition canvas.	Unit 6. Emerging tools for generating strategic options	Lesson unit 6			Test for unit 6 (0.1 points)
Week 11		Know the applications, development and		Lesson unit 7	Case Study 3 Individual reading and analysis		Test for unit 7 (0.1 points)

		interpretation decision tree assessments. Know the concept, uses, and proper creation of an integral dashboard for decision making.	Unit 7. Strategy assessment, selection and creation.				
Week 12				Lesson Introduction to Case 3			
Week 13	MODULE 4. Implementing a strategy.	Know the process and key aspects to consider when implementing a strategy.	Unit 8. Implementing a strategy.	Lesson unit 8	Case Study 3 Team activity		Test for unit 8 (0.1 points)
Week 14		Know the applications, development and interpretation of a Canvas matrix.		Lesson Solution to Case 3	Case Study 3 Conclusions (4.1 points)		
Week 15		Know the strategic implications and aspects in change management for a given company and situation. Know the effects of digital transformation on a company's strategy.	Unit 9. Change management	Lesson unit 9			Test for unit 9 (0.1 points)
Week 16	Exams week						

NOTE

The days between December 25, 2023, and January 7, 2024 are considered a revision period.

This Course Calendar is subject to change should the professor deem it best for the subject.