

SUBJECT TEACHING GUIDE

G1205 - Strategic Business Management

Degree in Labour Relations

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Degree in Labour Relations			Type and Year	Compulsory. Year 3
Faculty	Faculty of Law				
Discipline	Subject Area: Organisation of Business and Work, Administration and Management of Human Resources Module: Disciplinary Training				
Course unit title and code	G1205 - Strategic Business Management				
Number of ECTS credits allocated	6	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	MARIA OBESO BECERRA				
E-mail	maria.obeso@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. Despacho Profesores Asociados Administración de Em (E222A)				
Other lecturers	FELIX FERNANDEZ-CAVADA BADIA				

3.1 LEARNING OUTCOMES

- To diagnose the strategic behavior of a company.
- To develop and implement strategies in different situations.
- To evaluate, decide and implement strategies in a business context.

4. OBJECTIVES

To know the nature, content and functions of the strategic management process of the company.

To know the different techniques that exist for the realization of internal and external analysis of the company and be able to use and interpret the results.

Be able to formulate a business strategy.

To understand the implementation and control of the strategy of a company.

6. COURSE ORGANIZATION

CONTENTS	
1	LESSON 1: Introduction
2	LESSON 2: Primary analysis
3	LESSON 3: Internal analysis
4	LESSON 4: External analysis
5	LESSON 5. SWOT analysis
6	LESSON 6: Competitive strategies
7	LESSON 7: Corporative strategy
8	LESSON 8: Evaluate, selection, implementation and control strategy

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Exam (lessons 1-4) (test + short questions)	Written exam	No	Yes	30,00
Exam (lessons 5-8) (test + short questions)	Written exam	Yes	Yes	30,00
Work practice: strategic analysis	Work	No	Yes	30,00
Practical cases into the class	Others	No	No	10,00
TOTAL				100,00

Observations

EVALUATION.

The subject is composed by theoretical and practical parts. Both of them should be approved separately (with a minimum qualification of 5 points to 10).

THEORETICAL PART (60 per cent):

- Exam 1 (lessons 1-4) (30 per cent of the final mark): test + short questions
- Exam 2 (lessons 5-8) (30 per cent of the final mark): test + short questions

PRACTICAL PART (40 per cent)

- Team work (30 per cent of the final mark). During the course, each team works to apply theoretical knowledge to a real case.
- Practical cases (10 per cent of the final mark). During the master classes, some cases will be proposed to practice. This cases will be realized by the students.

Observations for part-time students

Part-time students who choose to follow the continuous assessment must inform the teacher in the first two weeks of the semester.

Part-time students who do not choose the continuous assessment should make a theoretical and practical examination. To pass the course is necessary to obtain a minimum of 5 points in each of the parts of the final exam (Theory-multiple choice test and short questions- and Practice-case study-)

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Navas, J.E. y Guerras, L.A. (2012). Fundamentos de Dirección Estratégica de la Empresa. Civitas: Madrid. Primera edición.