

SUBJECT TEACHING GUIDE

G896 - Strategic Management

Degree in Business Administration and Management

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Degree in Business Administration and Management			Type and Year	Compulsory. Year 4
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: General Management Module: Training in Business Organisation				
Course unit title and code	G896 - Strategic Management				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	MARIA CONCEPCION LOPEZ FERNANDEZ				
E-mail	concepcion.lopez@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E216)				
Other lecturers	ADELA SANCHEZ SANTOS MONICA ARNAIZ MONAR MARIA OBESO BECERRA JOSE MARIA DIAZ RUBIN				

3.1 LEARNING OUTCOMES

- To diagnose the strategic behavior of the company
- To formulate and implement strategies in different scenarios
- To evaluate, select and implement strategies in a business context
- To cooperate in work teams to achieve business goals

4. OBJECTIVES

To know the nature, content and functions of the Strategic Direction of the company
To know how to conduct a strategic analysis
To be able to formulate the strategy of a company
To understand the implementation and control of a company's strategy

6. COURSE ORGANIZATION

CONTENTS	
1	BLOCK 1. INTRODUCTION TO THE STRATEGIC DIRECTION OF THE COMPANY
1.1	Lesson 1: The nature of the strategic direction of the company
2	BLOCK 2. STRATEGIC ANALYSIS OF THE COMPANY
2.1	Lesson 2: Primary analysis of the company
2.2	Lesson 3: Internal analysis
2.3	Lesson 4: External analysis
2.4	Lesson 5: Strategic diagnosis
3	BLOCK 3: STRATEGIC FORMULATION
3.1	Lesson 6: Business strategies
3.2	Lesson 7: Corporate strategies
4	BLOCK 4: STRATEGIC IMPLANTATION AND CONTROL
5	Lesson 8: Strategic selection, implementation and control

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Preparation and presentation of a teamwork: Analysis of the strategy of a company.	Work	Yes	Yes	40,00
Case studies	Work	No	Yes	20,00
Theory exam	Written exam	Yes	Yes	30,00
Multiple choice questions in the classroom (Kahoot)	Others	No	Yes	10,00
TOTAL				100,00
Observations				
Students who do not pass the subject in the ordinary call may recover 100% of the grade in the extraordinary call. The evaluation in the extraordinary call will consist of a theoretical-practical test. For this test, students may keep the grades obtained in the assessment activities carried out in class (Kahoot, case studies and teamwork) if they wish.				
Observations for part-time students				
The different evaluation activities of the subject are replaced by a final theoretical-practical test.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

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

