

## SUBJECT TEACHING GUIDE

### M1943 - Fundamentals of Business Strategy

Master's Degree in Business Administration  
 Master's Degree in Marketing Management (Tourism Businesses)  
 Master's Degree in Business and Information Technologies  
 Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Master's Degree in Business Administration Master's Degree in Marketing Management (Tourism)			Type and Year	Optional. Year 1 Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Complement in Training				
Course unit title and code	M1943 - Fundamentals of Business Strategy				
Number of ECTS credits allocated	2,5	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	MARTA PEREZ PEREZ				
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Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. Despacho Profesores Asociados Administración de Em (E222A)				
Other lecturers	MARIA OBESO BECERRA				

### 3.1 LEARNING OUTCOMES

- Knowledge to formulate and evaluate strategies in organizations  
 Knowledge to manage organizations

### 4. OBJECTIVES

To know the strategy concept.  
 To know how realize a strategic analysis in an enterprise  
 To know how realize the strategic formulation

6. COURSE ORGANIZATION	
CONTENTS	
1	Primary analysis 1.1. Mission 1.2. Field of activity 1.3. Strategic Units of Business 1.4. Objectives of firms
2	External analysis 2.1. Life cycle 2.2. Strategic external profile 2.3. The five forces of competitive
3	Internal analysis 3.1. Strategic internal profile 3.2. The value chain
4	Competitive advantage and strategy 4.1. Analysis of the competitive advantage 4.2. Cost leadership/Differenciation

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Teamwork	Work	No	Yes	60,00
Final exam	Written exam	Yes	Yes	40,00
TOTAL				100,00
Observations				
A minimum calification of 5 points (about 10) is necessary in order to approve this subject. The calification is obtained participating in the following activities:				
- A teamwork practice where the teams realize a strategic analysis about a firm (60 per cent of the final calification)				
- A final examen (40 per cent of the final calification)				
Observations for part-time students				
Part time students is realizing a theoretical and practical exam for the 100 per cent.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
Navas López, J.E. y Guerras Martín, L.A. Fundamentos de la dirección estratégica de la empresa. Thomson Reuters, Editorial Aranzadi.