

SUBJECT TEACHING GUIDE

M602 - Corporate Strategy

Master's Degree in Business and Information Technologies

Academic year 2020-2021

1. IDENTIFYING DATA					
Degree	Master's Degree in Business and Information Technologies			Type and Year	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	M602 - Corporate 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 CONCEPCION LOPEZ FERNANDEZ				

3.1 LEARNING OUTCOMES
- To identify corporate strategy actions and relate them to other business concepts (corporate governance, business model and corporate entrepreneurship)
- To establish the limits of a company; their level of vertical integration and / or the types of business cooperation as well as the advantages and disadvantages of each option
- To identify alternatives for growth and strategic development of the company and its implications , being able to assess the adequacy of the different alternatives and make decisions .
- To analyze the elements needed for an effective implementation of the corporate strategy , acquiring skills for making decisions on corporate development

4. OBJECTIVES

To know, analyze, evaluate and decide the business in which the company is going to compete (corporate entrepreneurship) taking into account the governance of the company and its business model.

To know, analyze, evaluate and decide what the development strategy of the company will be.

To know, analyze, value and decide how you the company implement their corporate strategy.

6. COURSE ORGANIZATION

CONTENTS

1	What is corporate strategy? What is the purpose of corporate strategy?
2	Strategic development of the company
3	How to implement corporate strategy?

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Test of the theory (30%)	Written exam	No	Yes	30,00
Individual continuous assessment (20%)	Activity evaluation with Virtual Media	No	Yes	20,00
Teamwork continuous assessment (50%)	Work	No	Yes	50,00
TOTAL				100,00
Observations				
The subject is considered overcome when a score of 5 or more points is obtained on average in all the assesstmnts methods of the subject as well the minimum qualifications.				
Observations for part-time students				
Part-time students can overcome the subject when they obtain 5 or more points in the theoretical and practical exam on all the chapters of the subject. This will represent 100 % of the overall qualification.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

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- COLLIS, D. J., & MONTGOMERY, C. (2005). Corporate strategy. McGraw Hill Professional.
- ESPINOSA, C., LARRABETTI, J., & SAN SEGUNDO, A. (2012). Ejecución Estratégica. La experiencia e innovación de 12 CEO clave ante un nuevo escenario.
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- FERNANDEZ GAGO, R. (2005). Administración de la responsabilidad social corporativa. Thomson-Paraninfo, Madrid.
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- GRANT, R.M. (2006). Dirección estratégica. Conceptos, técnicas y aplicaciones. Última edición. Cívitas. Madrid.
- JONSON, G, SCHOLE, K. & WHITTINGTON, R. (2008). Exploring corporate strategy: text & cases. Pearson Education.
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<http://www.oecd.org/publications/g20-oecd-principles-of-corporate-governance-2015-9789264236882-en.htm>)
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- PLANELLAS ARÁN, M. & PARADA BALDERRAMA, P. (2007). ¿Qué es estrategia corporativa? Harvard Deusto Business Review, (153), pp. 34-51.
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- VENTURA, J. (2008). Análisis Estratégico de la empresa. Paraninfo, Madrid.
- ZOTT, C. & AMIT, R. (2013). The business model: A theoretically anchored robust construct for strategic analysis. Strategic Organization, 11(4): 403-411.
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