

SUBJECT TEACHING GUIDE

G1205 - Strategic Business Management

Degree in Labour Relations

Academic year 2021-2022

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	ADELA SANCHEZ SANTOS				

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	Strategic management: introduction
2	Orientation and values of the firms
3	SWOT analysis
4	Competitive strategy
5	Growth strategy
6	Strategic management: implementation

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Team work	Work	No	Yes	40,00
Work in the classroom	Others	No	Yes	20,00
Short questions	Written exam	Yes	Yes	40,00
TOTAL				100,00
Observations				
In the case of sanitary alert, the exam would be realized using virtual tools. The short questions would be oral character, and following the rules this exam would be public.				
Observations for part-time students				
In the case of sanitary alert, the exam would be realized using virtual tools. The theoretical questions would be oral character and the practical questions will be realized with the microphones and webcams actives. Following the rules, the oral exam would be public.				

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.