

SUBJECT TEACHING GUIDE

G896 - Strategic Management

DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS

Double Degree in Business Administration and Management and Labour Relations

Double Degree in Law and Administration and Business Management

Degree in Business Administration and Management

Academic year 2022-2023

1. IDENTIFYING DATA					
Degree	DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS			Type and Year	Compulsory. Year 4 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				
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Other lecturers	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	Lesson 1: The nature of the strategic management of the company
2	Lesson 2: Strategic orientation and values of the company
3	Lesson 3: SWOT (I): Internal analysis
4	Lesson 4: SWOT(II): External analysis
5	Lesson 6: Business strategies
6	Lesson 7: Corporate strategies
7	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	No	Yes	40,00
Case studies	Work	No	Yes	20,00
Theory exam (short questions)	Written exam	Yes	Yes	30,00
Multiple choice questions of each lesson	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.

In the event that a health alert prevents the completion of the theoretical exam in person, the score assigned to it would be replaced by the note in the theoretical-practical cases in the classroom (50%), maintaining the evaluation of the kahoot (10%) and teamwork (40%).

Observations for part-time students

The different evaluation activities of the subject are replaced by a final theoretical short questions test (40%) and a theoretical-practical case (60%).

In the event that a health alert prevents the examination from being carried out in person, it will be done electronically and the breakdown of the qualification will be maintained. The theoretical-practical exam would be carried out using a platform that allows video calls, with the student's web cameras and microphones connected at all times. This test would be recorded. The theory exam, where the short questions would be asked, would also be developed through a platform that allows video calls and would be oral. As stated in the Regulation of the evaluation processes of the University of Cantabria (article 11) this test would be public and would be made available to all those who wanted to attend the video call link. Furthermore, such evidence would be recorded.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

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