

SUBJECT TEACHING GUIDE

771 - 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 2023-2024

1. IDENTIFYING DATA					
Degree	Master's Degree in Business Administration Master's Degree in Marketing Management (Tourism Businesses)			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	771 - 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	MARIA OBESO BECERRA				
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Other lecturers					

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	Strategy management: introduction
2	Managing the firm's strategy: future orientation
3	SWOT analysis
4	Competitive strategy
5	Evaluation and implementation

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				
<p>A minimum qualification of 5 points (about 10) is necessary in order to approve this subject. The qualification is obtained participating in the following activities:</p> <ul style="list-style-type: none"> - A teamwork practice where the teams realize a strategic analysis about a firm (60 per cent of the final qualification) - A final examen (40 per cent of the final qualification) <p>In the case of sanitary alert, the theoretic evaluation will be realized using telematic tools (using virtual classroom in Moodle).</p>				
Observations for part-time students				
<p>Part time students is realizing a theoretical and practical exam for the 100 per cent.</p> <p>In the case of sanitary alert, the theoretic evaluation would be realized using telematic tools (using virtual classroom in Moodle). The practical evaluation would be realized using Skype for business, and session would be recorded (students must be connect their webcams and microphones).</p>				

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.