

## SUBJECT TEACHING GUIDE

### 887 - Corporate Strategy

#### Master's Degree in Business and Information Technologies

Academic year 2023-2024

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	887 - 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	RAQUEL GOMEZ LOPEZ
E-mail	raquel.gomezlopez@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E237)
Other lecturers	

### 3.1 LEARNING OUTCOMES

- To identify corporate strategy actions and relate them to other business concepts as business models
- 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

Identify the existing alternatives for growth and strategic development of the company and its implications.  
Evaluate and analyze the adequacy of the different strategic alternatives and make optimal decisions regarding their implementation.  
Identify corporate strategy actions and relate them to other business concepts such as business models.

#### 6. COURSE ORGANIZATION

CONTENTS	
1	Introduction to Corporate Strategy
2	Strategic development of the company
3	Implementation of Corporate Strategy

#### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Test of the theory	Written exam	No	Yes	40,00
Individual continuous assessment	Activity evaluation with Virtual Media	No	Yes	20,00
Teamwork continuous assessment	Work	No	Yes	40,00
TOTAL				100,00
Observations				
The subject is considered overcome when a score of 5 or more points is obtained on average in all the assesstmments 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

- CASADESUS-MASANELL, R. & RICART, J.E. (2010). From Strategy to Business Models and onto Tactics. Long Range Planning, 43, 195-215.
- 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.
- FEBLES ACOSTA, J. (2011). La cultura estratégica: factor clave del éxito empresarial.
- FERNANDEZ GAGO, R. (2005). Administración de la responsabilidad social corporativa. Thomson-Paraninfo, Madrid.
- JONSON, G, SCHOLLES, K. & WHITTINGTON, R. (2008). Exploring corporate strategy: text & cases. Pearson Education.
- NAVAS, J.E. y GUERRAS, L.A. (2006). La Dirección Estratégica de la Empresa. Teoría y Aplicaciones. Civitas: Madrid. Edición 2012.
- NEWT, F. (2012) Business Models and Strategic Management: A New Integration. Business Expert Press. LLC, NY.
- PLANELLAS ARÁN, M. & PARADA BALDERRAMA, P. (2007). ¿Qué es estrategia corporativa? Harvard Deusto Business Review, (153), pp. 34-51.
- TEECE, D.J. (2010). Business Models, Business Strategy and Innovation. Long Range Planning 43, 172-194.
- 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.