

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

First Degree in Business Administration and Management

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	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 First Degree in Business Administration and Management			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
E-mail	concepcion.lopez@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E216)
Other lecturers	MARIA OBESO BECERRA JOSE MARIA DIAZ RUBIN

3.1 LEARNING OUTCOMES

- To analyze a company from an external and internal point of view.
- 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.

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. SUBJECT PROGRAM

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: Stakeholders and company governance
4	Lesson 4: External analysis
5	Lesson 5: Internal analysis and SWOT
6	Lesson 6: Strategies and competitive advantages
7	Lesson 7: Competitive strategies by type of industry
8	Lesson 8: Corporate strategies
9	Lesson 9: Strategic selection, implementation and control

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Theory exam (multiple choice questions)	Written exam	Yes	Yes	40,00
Practical exam (case study)	Written exam	Yes	Yes	60,00
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 two test: a multiple choice exam with the same conditions as those of the ordinary call (40%) and a practical exam (60%). In both parts a minimum grade of 5 points out of 10 is required. Each person will be able to decide if they keep the grades obtained in the evaluation activities carried out in the classroom (case studies and group work).				
Observations for part-time students				
The different evaluation activities of the subject are replaced by a final theoretical multi choice exam (40%) and a practical exam (60%).				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Navas López, J.E. y Guerras Martín, L.A. (2022). La dirección estratégica de la empresa, 6ª Edición. Thomson Reuters.