SUBJECT TEACHING GUIDE

762 - Corporate Strategy

Master's Degree in Business Administration
Master's Degree in Business Administration

Academic year 2026-2027

1. IDENTIFYING DATA					
Degree	Master's Degree in Business Administration Master's Degree in Business Administration			Type and Year	Compulsory. Year 1 Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	762 - Corporate Strategy				
Number of ECTS credits allocated	2,5	Term		Semester based (1)	
Knowledge Field	Economic sciences, administration and business management, marketing, commerce, accountancy and tourism Economic sciences, administration and business management, marketing, commerce, accountancy and tourism				
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	MARTA PEREZ PEREZ
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Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. Administración de Empresas E-222A (E222A)
Other lecturers	ADELA SANCHEZ SANTOS

4. OBJECTIVES

To know, analyze, evaluate and decide the business in which the company is going to compete (corporate entrepreneurship) taking into account the governance of the company and its business model.
To know, analyze, evaluate and decide what the development strategy of the company will be.
To know, analyze, value and decide how you the company implement their corporate strategy.

6. SUBJECT PROGRAM

CONTENTS	
1	Corporate strategy: Strategic development of the company
2	Corporate strategy and other related business terms
3	How to implement 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	Others	No	Yes	20,00
Teamwork	Others	No	Yes	25,00
Class activities	Others	No	Yes	15,00
TOTAL				100,00

Observations

The course will be considered passed when a grade of 5 or more is obtained in the overall set of assessments for the course, and the minimum grades specified in this guide for each activity are achieved.
Electronic devices may only be used to complete activities in the classroom if they are authorized by the teaching staff .

Observations for part-time students

If part-time students are unable to follow the regular assessment system, passing the course will depend on obtaining a grade of at least 5 in a single final exam of a theoretical-practical nature, which will cover the entire course content and account for 100% of the assessment.
The theoretical part of this exam will consist of essay-type questions and will account for 40% of the final grade, while the practical part will represent the remaining 60%.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

BLEKMAN, T. (2011) Corporate Effectuation. What managers should learn from entrepreneurs. Academic Service. Sdu Publishers bv. The Hague.
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FEBLES ACOSTA, J. (2011). La cultura estratégica: factor clave del éxito empresarial.
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http://www.oecd.org/publications/g20-ocde-principios-de-gobierno-corporativo-9789264259171-es.htm (also available in English,OECD Principles of Corporate Governance,
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ZOTT, C. & AMIT, R. (2013). The business model: A theoretically anchored robust construct for strategic analysis . Strategic Organization, 11(4): 403-411.
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