

## TEACHING GUIDE OF THE SUBJECT: BUSINESS STRATEGIES

### 1. General data

Subject:	<b>BUSINESS STRATEGIES</b>	CODE:	<b>53332</b>
Typology:	<b>OPTIONAL</b>	ECTS credits:	<b>6</b>
Grade:	<b>316 –DEGREE IN ECONOMICS</b>	Academic course:	<b>2016-17</b>
Centre:	<b>(5) SCHOOL OF ECONOMICS AND BUSINESS SCIENCES ALBACETE</b>	Group(s):	<b>10</b>
Course:	<b>4</b>	Duration:	<b>First term</b>
Main language for teaching:	<b>Spanish</b>	Second language:	English

Professor's name: MARIA CRISTINA DIAZ GARCIA

Office	Department	Phone	email	Tutorials timetable
Melchor de Macanaz 2.15	Business Administration	967599200 2371	Cristina.Diaz@uclm.es	Friday

### 2. Prerequisites

There are no prerequisites to take this subject. Despite this, it is advisable that the student has passed the subject Foundations of Administration and Business Management (2<sup>o</sup> course- Degree in Economics)

### 3. Justification in the curriculum, relationship with other subjects and the profession

The subject of Business Strategies fits into the fourth year of the degree in Economics. An optional subject of semi-annual character, deals with the different stages in the process of business management from strategic analysis to the study of business strategies and their implementation-control, allowing students to deepen the study of the strategic behaviour of organizations. The subject is integrated in Module 9, within the itinerary of the mention "Bases of business management". The completion of this mention will be included in the supplement to the title.

### 4. Competencies of the degree that the course contributes to achieve

#### Competences obtained with the subject

E01	To know the theoretical performance and the implications of the economic system in the production and financial fields, nationally and internationally.
E02	To understand the role of institutions and economic agents in economic and social activities.
E03	Ability to find economic data and select relevant facts.
E04	Analytical skills to identify and anticipate relevant economic and legal issues and the different alternative solutions.
E05	Ability to contribute to the establishment of strategies which will allow for the efficient allocation of resources, the generation of wealth and a suitable distribution of income.
E06	Application of professional criteria to the analysis of problems, based on the use of technical tools.

E15	Ability to develop relevant financial information for business decision-making.
G01	Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence
G02	Ability to understand the ethical responsibility and the code of ethics of professionals working in the field of economics. To know and apply the legislation and recognition of human rights and questions of gender equality.
G03	To develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions.
G04	Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas.
G05	Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations.

## 5. Objectives or expected learning results

### Results from taking the subject

Train students to search for information, analysis, interpretation, synthesis and transmission.

Train the student to listen to and defend arguments orally or in writing.

Train the student to it raise the ethical exercise of the profession, becoming aware of social responsibility in decision-making.

Train student to solve problems in a creative and innovative way.

### Additional results

Train the students for using the models for external analysis - of the generic and specific environment-, the internal analysis of the company and, based on these, which strategies are best suited to corporate and competitive level

## 6. Syllabus

<b>Theme 1</b>	Strategic Management
<b>Theme 2</b>	Mission, objectives and firms' values
<b>Theme 3</b>	External analysis
<b>Theme 4</b>	Internal Analysis
<b>Theme 5</b>	Competitive advantages and competitive strategies
<b>Theme 6</b>	Strategies based on sectorial characteristics
<b>Theme 7</b>	Firms' strategic development directions
<b>Theme 8</b>	Evaluation and implementation of strategies

## 7. Activities and methodology

Training activity	Methodology	Competencies	ECTS	Hours	Ev	Man	Rec	Description
Classroom teaching (theory)		E01, E02, E04, E05, E06, E15, G01, G02	1.33	33.25	Yes	No	No	
Classroom teaching (practices)	Case study	E04, E05, E06, E15, G01, G02, G03	0.67	16.75	yes	No	No	Discuss the issues with practical examples

Forums and discussions online [Autonomous]		E03, E04, E05, E06, E15, G01, G02, G03, G04, G05	1.00	25.00	yes	No	No	
Preparation of reports [Autonomous]	Combination of methods	E03, E04, E05, E06, E15, G01, G02, G03, G04, G05	1.64	41.00	yes	No	No	
Study, preparation of tests [Autonomous]		G01	1.28	32.00	yes	No	Yes	
Final exam (Classroom)		E04, E05, E15	0.08	2.00	Yes	Yes	Yes	
<b>Total:</b>			<b>6.00</b>	<b>150.00</b>				
Total credits of classroom work			2.08	Total hours of classroom work: 52.00				
Total credits of autonomous work:			3.92	Total hours of autonomous work: 98.00				

Ev: Evaluable training activity  
 Man: Mandatory training activity  
 Rec: Recoverable training activity

### 8. Evaluation criteria the quantity and quality of participation in the Forum online, discussing business topics related to the content of the course

Evaluation system	%	Description
Final exam	70.00%	Will be a final objective test which may include short questions, development issues, cases and practical applications. It will be necessary to overcome the final test so this can make media with the rest of valuations.
Other systems of evaluation	15.00%	Evaluation of the quantity and quality of participation in the Forum online, discussing business topics related to the content of the course
Resolution of problems or cases	15.00%	The quantity and quality of the practices will be valued. They will be delivered through the virtual platform
<b>Total:</b>		<b>100.00%</b>

### 9. Sequence of work, schedule, milestones and temporary investment

No directly related to themes	
Training activities	Hours
Forums and discussions online (25 h tot.)	25
Study, preparation of tests (32 h tot.)	32
Final exam (Classroom) (2 h tot.)	2

Theme 1 Strategic Management	
Training activities	Hours
Classroom teaching (theory) (33.25 h tot.)	2
Classroom teaching (practices) (16.75 h tot.)	0.5
Preparation of reports [Autonomous] (41 h tot.)	3

Theme 2 Mission, objectives and firms' values	
Training activities	Hours
Classroom teaching (theory) (33.25 h tot.)	1.5

Classroom teaching (practices) (16.75 h tot.)	1
Preparation of reports [Autonomous] (41 h tot.)	2

### Theme 3 External analysis

Training activities	Hours
Classroom teaching (theory) (33.25 h tot.)	3
Classroom teaching (practices) (16.75 h tot.)	0.5
Preparation of reports [Autonomous] (41 h tot.)	4

### Theme 4 Internal Analysis

Training activities	Hours
Classroom teaching (theory) (33.25 h tot.)	3
Classroom teaching (practices) (16.75 h tot.)	0.5
Preparation of reports [Autonomous] (41 h tot.)	3

### Theme 5 Competitive advantages and competitive strategies

Training activities	Hours
Classroom teaching (theory) (33.25 h tot.)	2
Classroom teaching (practices) (16.75 h tot.)	2
Preparation of reports [Autonomous] (41 h tot.)	5

### Theme 6 Strategies based on sectorial characteristics

Training activities	Hours
Classroom teaching (theory) (33.25 h tot.)	3
Classroom teaching (practices) (16.75 h tot.)	2
Preparation of reports [Autonomous] (41 h tot.)	3

### Theme 7 Firms' strategic development directions

Training activities	Hours
Classroom teaching (theory) (33.25 h tot.)	3
Classroom teaching (practices) (16.75 h tot.)	3
Preparation of reports [Autonomous] (41 h tot.)	5

### Theme 8 Evaluation and implementation of strategies

Training activities	Hours
Classroom teaching (theory) (33.25 h tot.)	1
Classroom teaching (practices) (16.75 h tot.)	0
Preparation of reports [Autonomous] (41 h tot.)	1

### Global activity

Training activities	Sum hours
Classroom teaching (theory) (33.25 h tot.)	18.5
Classroom teaching (practices) (16.75 h tot.)	9.5
Forums and discussions online (25 h tot.)	25
Preparation of reports [Autonomous] (41 h tot.)	26
Study, preparation of tests (32 h tot.)	32
Final exam (Classroom) (2 h tot.)	2
<b>Total hours:</b>	<b>113</b>

## 10. References

Author/s	Title	Editorial	City	ISBN	Year	Description	Web	Library
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Dess, Gregory G. and Lumpkin, G.T:	Strategic management: Creating competitive advantages	McGraw-Hill/Irwin	Boston	0-07-115106-0	2003		Macanaz <a href="#">D 658 DES</a>
Paul Dobson, Ken Starkey and John Richards.	Strategic management : issues and cases	Blackwell	Malden (USA)	1-4051-1181-X	2004		Cuenca  658 DOB str
Robert M. Grant.	<b>Contemporary strategic management</b>	Wiley	Chichester		2013		CR,AB
Charles W.L. Hill, Gareth R. Jones, Melissa A. Schilling.	<b>Strategic management : theory</b>	Cengage Learning	Mason, OH : South-Western	978-1-285-18449-4	2015		Toledo  D 45351  Available after 19/09/2017
Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson.	<b>Strategic management: competitiveness &amp; globalization. Concepts</b>			978-1-285-42518-41-285-42518-9	2015		Ciudad Real  I 658 HIT
José Emilio Navas López; Luis Ángel Guerras Martín.	<b>Fundamentals of strategic management</b>	Civitas	Madrid	978-84-470-4294-4	2013		Macanaz <a href="#">D 658 NAV</a>
Kiril Todorov and David Smallbone, editors.	<b>Handbook of research on strategic management in small and medium enterprises</b>	IGI Global	Hershey	978-1-4666-5962-9	2014		General AB  <a href="#">658 TOD han</a>