



UNIVERSITY OF CASTILLA-LA MANCHA

TEACHING GUIDE

1. General information

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|--------------------------------|---|-------------------------|------------|
| Subject: | STRATEGIC MANAGEMENT | Code: | 54327 |
| Type: | Mandatory | Number of ECTS: | 6 |
| Degree: | 317 - DEGREE IN BUSINESS MANAGEMENT | Academic Year: | 2016-2017 |
| Centre: | FACULTAD DE ECONÓMICAS Y EMPRESARIALES – CAMPUS ALBACETE | Groups: | 12, 14 |
| Course: | 4 | | |
| Main teaching language: | Spanish | Duration: | First term |
| Other Language: | An English version is available for ERASMUS students on the Virtual Campus. | Second language: | English |
| Website: | https://moodle.uclm.es | | |

Name of lecturer: Dr. Juan J. JIMENEZ-MORENO - **Group(s) taught(s):** 12

| Office: | Department | Phone no. | E-mail | Tutoring timetable |
|---|-------------------------|------------------|----------------------|--|
| Melchor de Macanaz Building Office 2.15 | BUSINESS ADMINISTRATION | 2322 | Juan.Jimenez@uclm.es | To be specified on the Virtual Campus (Moodle) at start of academic year |

2. Prior requirements

We recommend successful completion of the subjects taught by the Department of Business Organization in the previous years of the degree in Business Management and Administration. We also advise successful completion of the subjects related to functional areas of companies.

In order to carry out the practical work, students should be able to independently search for information on the topics proposed, be able to interpret it correctly and conduct a critical analysis of the information, deliver a reasoned value judgement and summarize this judgement in oral and/or written presentations.

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

Strategic Management is a compulsory subject in year four of the Degree in Business Management and Administration. This subject provides students with a global perspective of business management, which, based on the relationship with the wider community, presents an analysis of the opportunities and threats, the strengths and weaknesses and the resources and capacities of a company, so as to design strategies and make decisions, generating competitive advantages which facilitate the achievement of objectives.

4. Key competences of this degree which this subject helps to achieve

Competences included in the subject

| | |
|-----|---|
| E01 | To manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses. |
| E02 | To manage entrepreneurship, adaptability to change and creativity in any functional area of a company or organization. |
| E04 | To incorporate the ability to integrate into any functional area of a business or organization to perform and be able to lead any given task. |
| E05 | To develop the ability to analyze any information on the situation and possible development of a company and transform it into a business opportunity. |
| E06 | Ability for general management, technical management and the management of research, development and innovation projects in any company or organization. |
| E10 | To understand how people behave within organizations to manage individuals and workgroups from a human resources perspective. |
| 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 |
| 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. |
| 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. Expected objectives or learning outcomes

Additional results

- To correctly use the concepts of strategic management.
- To have knowledge of the interrelationships between a company and the community.
- To identify threats and opportunities, strengths and weaknesses.
- To design competitive business strategies.
- To apply the tools and models of strategic management in business practice.

6. Syllabus / Content

- Topic 1 The nature of strategic company management
- Topic 2 Company mission, objectives and values
- Topic 3 Analysis of the environment
- Topic 4 Internal analysis of the company
- Topic 5 Competitive and strategic advantages
- Topic 6 Strategies based on the characteristics of the sector
- Topic 7 Management of strategic company development
- Topic 8 Strategy evaluation and implementation

| 7. Activities or blocks of activity and methodology | | | | | | | | |
|---|----------------------------|---|---|---------------|-----|-----|-----|--|
| Educational activity | Methodology | Related competences | ECTS | Hours | Ev | Ob | Re | Description |
| Classroom teaching (Theory) [CLASSROOM] | Presentations/Lectures | E01, E02, E04, E05, E06, E10 | 1.20 | 30.00 | Not | | | Theoretical explanations of basic content of programme |
| Classroom teaching (Practical) [CLASSROOM] | Practical work | E01, E02, E04, E06, G01, G03 | 0.60 | 15.00 | Not | | | Presentation and practical work/case studies |
| Production of reports or assignments [INDEPENDENT] | Self-learning | E01, E02, E04, E06, G01 | 1.40 | 35.00 | Yes | Yes | Yes | Assignments and individual tests |
| Production of reports or assignments [INDEPENDENT] | Group work | E01, E02, E04, E05, E06, E10, G01, G05 | 0.40 | 10.00 | Yes | Yes | Yes | Production of assignments and case studies |
| Group tutorials [CLASSROOM] | Group tutorials | G03, G05 | 0.20 | 5.00 | Not | | | Programmed classroom tutorials used to monitor student progress |
| Group tutorials [CLASSROOM] | Supervised or tutored work | G03, G05 | 0.30 | 7.50 | Not | | | Programmed tutorials used to monitor student progress |
| Study or exam preparation [INDEPENDENT] | Independent work | E01, E02, E04, E06, G01, G03, G05 | 1.80 | 45.00 | Not | | | Acquisition and preparation of subject content |
| Final exams [CLASSROOM] | Exams | E01, E02, E04, E05, E06, E10, G01, G03, G05 | 0.10 | 2.50 | Yes | Yes | Yes | Answering of tests, theoretical questions case studies, which demonstrate acquisition of knowledge |
| Total: | | | 6.00 | 150.00 | | | | |
| Total credits for class work: 2.40 | | | Total hours of class work: 60.00 | | | | | |
| Total credits for independent work: 3.60 | | | Total hours of independent work: 90.00 | | | | | |

Ev: Educational activity subject to evaluation

Ob: Educational activity which must be successfully completed

Re: Educational activity which can be repeated and re-assessed

| 8. Assessment criteria and evaluation | | | |
|---------------------------------------|--------------------|------------------|--|
| Assessment criteria | Evaluation | | Description |
| | Classroom learning | Blended learning | |
| Final exam | 70.00% | 0.00% | The final exam will consist of multiple choice questions, theoretical questions and/or practical case studies |
| Other systems of assessment | 30.00€ | 0.00% | Participation in class, classroom activities, individual assignments, progress tests and/or group work will be taken into account. |
| Total: | 100.00% | 0.00% | |

Assessment criteria for the first exam session:

In order to pass the subject, a mark of at least five out of ten is required in the final exam.

Particulars of the re-sit exam:

In order to pass the subject, a mark of at least five out of ten is required in the final exam.

The marks obtained in the other systems of assessment will be upheld if above pass level.

Particulars of the final exam session:

In order to pass the subject, a mark of at least five out of ten is required in the final exam.

The marks obtained in the other systems of assessment will be upheld if above pass level.

| 9. Work sequence, calendar, major milestones and time required | |
|---|--------------------|
| Non assignable to topics | |
| Educational activities | Hours |
| Classroom teaching (Theory) [CLASSROOM] Presentations/Lectures | 30 |
| Classroom teaching (Practical) [CLASSROOM] [Discussions] | 15 |
| Production of reports or assignments [INDEPENDENT] [Independent work] | 35 |
| Production of reports or assignments [INDEPENDENT] [Group work] | 10 |
| Group tutorials [CLASSROOM] [Group tutorials] | 5 |
| Group tutorials [CLASSROOM] [Supervised or tutored work] | 7.5 |
| Study or exam preparation [INDEPENDENT] [Self-learning] | 45 |
| Final exam [CLASSROOM] [Exams] | 2.5 |
| Global activity | |
| Educational activity | Total hours |
| Classroom teaching (Theory) [CLASSROOM] Presentations/Lectures | 30 |
| Classroom teaching (Practical) [CLASSROOM] [Discussions] | 15 |
| Production of reports or assignments [INDEPENDENT] [Independent work] | 35 |
| Production of reports or assignments [INDEPENDENT] [Group work] | 10 |
| Group tutorials [CLASSROOM] [Group tutorials] | 5 |
| Group tutorials [CLASSROOM] [Supervised or tutored work] | 7.5 |
| Study or exam preparation [INDEPENDENT] [Self-learning] | 45 |
| Final exam [CLASSROOM] [Exams] | 2.5 |
| Total hours: | 150 |

General comments on planning:

Planning will be adjusted to the UCLM academic calendar

| 10. Bibliography | | | | | | |
|------------------|------------|-----------|------|------|------|-------------|
| Authors | Title/Link | Publisher | City | ISBN | Year | Description |

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