

Academic Year: (2019 / 2020)

Review date: 21-04-2020

Department assigned to the subject: Department of Business Administration

Coordinating teacher: MUÑOZ BULLON, FERNANDO

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

STUDENTS ARE EXPECTED TO HAVE COMPLETED

Not required.

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

Skills to be acquired

General skills

*CG12: Ability to manage and leadership.

*CG14: Ethical commitment.

*CG15: Ability to get adapted to new situations.

Specific skills:

*CE1: To understand the fundamental concepts of microeconomics and business economics, as well as the application of these instruments to understand the environment in which an economic-business organization operates.

Learning objectives:

¿ Understand the existing branding practices of firms and appreciate their limitations.

¿ Develop an understanding of profitable product and brand management

DESCRIPTION OF CONTENTS: PROGRAMME

- Introduction to corporate strategy
- Vertical integration
- The diversified company
- Growth methods. Mergers and acquisitions.
- Strategic alliances

LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

Your final grade will be assigned based on:

Participation in-class discussion, quizzes and cases studies: 60%

Final exam: 40%

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination:	40
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% of continuous assessment (assignments, laboratory, practicals...):	60
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BASIC BIBLIOGRAPHY

- Barney, J.B. and Hesterley, W. Strategic management and competitive advantage. , Pearson, 2015
- Fred R. David, Forest R. David. Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Pearson, 2017
- Johnson, G., Scholes, L. and Whittington, R. Exploring corporate strategy, Prentice Hall, 2008
- Parnell, John A. Strategic Management: Theory and Practice., Sage, 2014