

Academic Year: (2019 / 2020)

Review date: 05-05-2020

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

OBJECTIVES

- To know corporate business strategies
- To examine the vertical integration strategy (introduction and objectives, costs and benefits).
- To analyze the diversification strategy (introduction, motives, costs and benefits).
- To understand the global strategies and the multinational corporation.
- To analyze resources and capabilities (especially, human resources) in the international process.
- To understand external strategies and their impact on human resources.
- To understand the role of the information technologies and innovation.

DESCRIPTION OF CONTENTS: PROGRAMME

Corporate strategy
 Vertical integration.
 Diversification strategy. Managing the multibusiness firm.
 International diversification strategy. Multinational strategies.
 Internal and external growth strategies. Mergers and acquisitions
 Cooperation. Outsourcing. Networks.
 Strategy implementation
 Planification and control

LEARNING ACTIVITIES AND METHODOLOGY

The competences of knowledge and attitudes will be acquired through magisterial sessions, and preparation of case studies and other types of practices. The magisterial lectures are aimed to teach the necessary technical knowledge and will be reinforced with the discussion of cases in class.

Number of exams: 1

ASSESSMENT SYSTEM

The assessment system is divided into two parts:

- Continuous evaluation (40%).
- Final exam (60%): the assessment criteria will be theoretical-practical (a minimum grade of 4 in the exam is required in order to consider continuous evaluation).

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40

BASIC BIBLIOGRAPHY

- GRANT, R.M. Strategic Analysis, John Wiley and Sons, 2016

ADDITIONAL BIBLIOGRAPHY

- HILL, C.W.L. y JONES, G.R. (2014): Strategic Management: An Integrated Approach., MC Graw Hill.