

Academic Year: ( 2021 / 2022 )

Review date: 08-06-2021

Department assigned to the subject:

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

## OBJECTIVES

This subject is designed to allow students to acquire and develop the knowledge, competences and skills set out below.

- To analyse complex business problems, applying a rigorous methodology to integrate various analytical frameworks in order to achieve successful business ventures.
- To evaluate, select and introduce strategy options rationally and critically applying criteria aimed at contributing to the success of business project.
- To understand and analyse the nature of business decisions and the problems they entail in the growth and consolidation of the new venture.
- To understand and apply the knowledge acquired in this and other courses to study how decision-making and performance.

## DESCRIPTION OF CONTENTS: PROGRAMME

The contents in this subjects are the following:

### 1. Introduction

The role of strategy in the business plan

Definition of the business project

Strategic decisions in conditions of uncertainty

### 2. Search of strategic opportunities

The value proposition of a business project

Opportunities in the market of products

Market opportunities of factors: resources and competitive advantage

### 3. Competitive advantage

Competitive advantage and competitive strategy

Competitive strategy and industry stages

Innovation as a competitive advantage

### 4. Strategies to manage growth

The expansion and consolidation of the business project

Internationalization as a challenge for the entrepreneur

The role of cooperation

Exit strategies

## LEARNING ACTIVITIES AND METHODOLOGY

In the classes:

- a) Theoretical classes
- b) Practical classes
- c) Tutorials
- d) Final exam

## ASSESSMENT SYSTEM

Assessment will be based on coursework, students' participation and final examinations, following this criterion:

- Class involvement and participation: 10%
- Practical cases resolution (in teams): 30%
- Final exam: 60%, (with at least a grade of 4/10 to take into account continuous assessment)

This assessment is applied both in the ordinary and extraordinary call

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

- Rodríguez Márquez, A., Nieto, M.J, Fernández, Z., Revilla Torrejón, A. Manual de creación de empresas. De la oportunidad a la puesta en marcha, Civitas, 2014

## ADDITIONAL BIBLIOGRAPHY

- Grant, R. Dirección Estratégica. , Civitas. , 2014 (8 edición)
- Hisrich, R., Peters, M. y Shepherd, D. Entrepreneurship, McGrawHill, 2013
- Johnson, G., Scholes, K. y Whittington, R. Fundamentos de Estrategia. , Pearson-Prentice Hall, 2010
- Navas, J.E. y Guerras, L.A Fundamentos de Dirección estratégica. , Civitas, 2016