

Academic Year: ( 2022 / 2023 )

Review date: 08-04-2022

Department assigned to the subject: Business Administration Department

Coordinating teacher: MUÑOZ BULLON, FERNANDO

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Not required.

**OBJECTIVES**

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 OUTCOMES**

The student identifies the different strategic options that a company has at the corporate level.

The student analyzes the corporate strategies of a company related to the selection of businesses: diversification, vertical integration, internationalization, restructuring.

The student distinguishes between the different development methods based on internal and external growth (mergers and acquisitions).

The student lists the basic foundations of business cooperation and the fundamental role that strategic alliances play today

Más información sobre este texto de origenPara obtener más información sobre la traducción, se necesita el texto de origen

**DESCRIPTION OF CONTENTS: PROGRAMME**

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

**LEARNING ACTIVITIES AND METHODOLOGY****TRAINING ACTIVITIES OF THE SUBJECT**

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours /% face-to-face

AF3 42 42 100

AF6 58 0 0

AF7 50 0 0

TOTAL SUBJECT 150 42

**TEACHING METHODOLOGIES**

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions,

press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc. raised by the teacher individually or in groups

MD5 Preparation of works and reports individually or in groups

#### 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.

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

#### 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