

Academic Year: (2022 / 2023)

Review date: 17-05-2022

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 1

OBJECTIVES

- To offer the concepts, frameworks and techniques needed to make decisions in the field of strategic management.
- To understand corporate governance aspects and their impact on the objectives and strategies. To understand the role of stakeholders.
- To know the environmental analysis and industry analysis (industry attractiveness) identifying key success factors.
- To examine the role of resources and capabilities in strategy formulation (specially, the role of human resources as source of competitive advantage).
- To examine the emergence and sustainability of competitive advantage.
- To know the sources of competitive advantages
- To understand the competitive strategy and its evolution over the industry life cycle

DESCRIPTION OF CONTENTS: PROGRAMME

Strategic management: strategies and business model

Business objectives and value creation.

Corporate governance.

External analysis.

Internal analysis.

Sources of competitive advantage

The competitive advantage.

Business strategies and industry evolution.

LEARNING ACTIVITIES AND METHODOLOGY

Theoretical sessions, discussion of case studies, final project.

ASSESSMENT SYSTEM

Final exam: 60% of the final grade (a minimum grade of 4 in the exam is required in order to consider continuous evaluation).

Continuous evaluation: 40% (final project development and resolution and discussion of case studies)

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

- Grant, R. E. Contemporary Strategic Analysis, John Wiley and Sons, 2013
- Navas López, J.E. y Guerras Martín, L.A. Fundamentals of Strategic Management, Thomson Reuters, 2013
- Rodríguez, A. Nieto, MJ, Fernández, Z., Revilla, A. Manual de Creación de Empresas, Thomson-Aranzadi, 2014

ADDITIONAL BIBLIOGRAPHY

- Rothaermel, F. T. Strategic management, McGraw-Hill, 2016

