

## Strategic Management

Academic Year: ( 2022 / 2023 )

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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

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

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)

## 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, Thompson 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