

Academic Year: ( 2023 / 2024 )

Review date: 28-05-2023

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: FERNANDEZ RODRIGUEZ, ZULIMA MAGDALENA

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

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

General Business Administration background (i.e. accounting, finance, marketing, operations management, general management, etc.)

#### OBJECTIVES

Knowledges

Skills and knowledge to organize and manage companies  
Skills and knowledge on strategy and planning, applied to different organizational structures  
Knowledge of labor law and commercial law  
Knowledge on financial and cost accounting  
Skills for work organization and human resources management  
Skills and knowledge in integrated project management  
Capabilities in the management of Research, Development and Innovation

Abilities

Understand the different sources of business information.  
Analyze business problems in a critical and rigorous manner.  
Work effectively and cooperatively in groups.  
Communicate and convey ideas and reasoning in a structured and convincing manner both orally and in writing.

#### DESCRIPTION OF CONTENTS: PROGRAMME

1. The creation of competitive advantages as the basis of strategic management
2. Corporate governance
3. Competitive advantage and the creation of value: objectives, values and performance
4. Strategic analysis
5. Strategic levers
6. Competitive advantages at the business level
7. Competitive advantages at the corporate level
8. Forms of business growth
9. Organizational design
10. Human resources management

#### LEARNING ACTIVITIES AND METHODOLOGY

##### TRAINING ACTIVITIES

Theoretical classes, where the main concepts and models of analysis of each subject will be explained.

Practical classes, where both exercises and discussion of business case analysis will be carried out.

In groups, students will have to produce and present a report on an industrial company where the knowledge developed in the course will be applied.

Individual student work

## ASSESSMENT SYSTEM

Final written exam: 40%

Continuous evaluation: 40%

Minimum grade at final exam to pass the course: 4

In the extraordinary (make-up) evaluation, continuous evaluation grade will only be taken into account if this leads to a higher grade.

**% end-of-term-examination:** 60

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

## BASIC BIBLIOGRAPHY

- Thompson, A.A., Peteraf, M., Gamble, G.E. & Strickland, A.J. Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases, McGraw Hill, 2022
- Grant, R.M. Dirección Estratégica. Conceptos, Técnicas y Aplicaciones, Civitas, 2021
- Hitt, M. A., Ireland, R. D., Hoskisson, R. E. & Harrison, J. S. Strategic Management: Concepts and Cases, Cengage, 2023
- Rodríguez Márquez, A, Nieto, M.J., Fernández, Z. y Revilla Castejón, A. Manual de Creación de Empresas , Thompson Reuters-Civitas, 2014
- Rothaemel, F. Strategic Management, McGraw Hill, 2023

## ADDITIONAL BIBLIOGRAPHY

- HILL, C.W.L., JONES, G.R. & SCHELLING, M. Strategic Management: Theory and cases: An Integrated Approach, McGraw Hill, 2016
- JOHNSON, G., WHITTINGTON, R., SCHOLLES, K., ANGWIN, D. y REGNÉR, P. Exploring Corporate Strategy: Text & Cases, Pearson-Prentice Hall, 2017