

Academic Year: (2023 / 2024)

Review date: 18-04-2023

Department assigned to the subject: Mechanical Engineering Department

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

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: 20%
- Practical cases resolution (in teams): 30%
- Final exam: 50%, (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

% end-of-term-examination:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

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