

Academic Year: (2023 / 2024)

Review date: 27-04-2023

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

OBJECTIVES

- To know corporate business strategies
- To examine the vertical integration strategy (introduction and objectives, costs and benefits).
- To analyze the diversification strategy (introduction, motives, costs and benefits).
- To understand the global strategies and the multinational corporation.
- To analyze resources and capabilities (especially, human resources) in the international process.
- To understand external strategies and their impact on human resources.
- To understand the role of the information technologies and innovation.

DESCRIPTION OF CONTENTS: PROGRAMME

P.1. Corporate strategy

1. Vertical integration.
2. Management of the value chain: The process of firm's disintegration.
3. Diversification strategy. Managing the multibusiness firm.
4. International diversification strategy. Multinational strategies.

P.2. Growing and development methods

5. Internal and external growth strategies. Mergers and acquisitions
6. Cooperation. Outsourcing. Networks.

P.3. Strategy implementation

7. Selection and effective implementation of strategies
8. Financing business growth strategies
9. Business strategy in the s. XXI: recent trends.

LEARNING ACTIVITIES AND METHODOLOGY

The competences of knowledge and attitudes will be acquired through magisterial sessions, and preparation of case studies and other types of practices. The magisterial lectures are aimed to teach the necessary technical knowledge and will be reinforced with the discussion of cases in class.

Number of exams: 1

ASSESSMENT SYSTEM

The assessment system is divided into two parts:

- Final exam (60%): the assessment criteria will be theoretical-practical (a minimum grade of 4 in the exam is required in order to consider continuous evaluation).
- Continuous evaluation (40%): final project development (25%) and resolution and discussion of case studies (15%)

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

BASIC BIBLIOGRAPHY

- GRANT, R.M. Strategic Analysis, John Wiley and Sons, 2016

ADDITIONAL BIBLIOGRAPHY

- HILL, C.W.L. y JONES, G.R. (2014): Strategic Management: An Integrated Approach., MC Graw Hill.