

Academic Year: (2023 / 2024)

Review date: 28-05-2023

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: FERNANDEZ RODRIGUEZ, ZULIMA MAGDALENA

Type: Electives ECTS Credits : 6.0

Year : 2 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

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

DESCRIPTION OF CONTENTS: PROGRAMME

1. The creation of competitive advantages as the basis of strategic management
2. Corporate governance
3. Competitiva 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**

- AF1. Theoretical classes, where the main concepts and models of analysis of each subject will be explained.
- AF2. Practical classes, where both exercises and discussion of business case analysis will be carried out.
- AF6. 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.
- AF7. Individual student work
- AF8. Final exam

TEACHING METHODOLOGIES

- MD1 In-class lectures by the lecturer with the support of computer and audiovisual media, in which the main concepts of the subject are developed and the necessary bibliography is provided.
- MD2 Reading and discussion of texts recommended by the lecturer, such as press articles and reports.
- MD3 Resolution of practical cases, problems, etc. both individually and in groups.

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