

COURSE: STRATEGIC MANAGEMENT						
GRADO: Double Degree in Law and Business Administration			YEAR: 5o		TERM: 2o	
		SCHEDULE	Lecture	Small Group		Class Hours
Week	Session	CONTENT DESCRIPTION			WEEKLY SCHEDULE FOR STUDENTS	
1	1	Introduction to the course		X	Read the first chapter of the course	1,5
1	2	Chapter 1: Basic concepts. Goals, value and performance	X		Read the case, answer and upload the questions	1,5
2	3	PRACTICE Chapter 1		X	Discuss the case in class	1,5
2	4	Chapter 2: External and industry analysis	X		Read the case, answer and upload the questions	1,5
3	5	PRACTICE Chapter 2		X	Discuss the case in class	1,5
3	6	Chapter 3: Internal analysis: resources and capabilities	X		Read the case, answer and upload the questions	1,5
4	7	PRACTICE Chapter 3		X	Discuss the case in class	1,5
4	8	Chapter 4: Competitive strategies	X		Read the case, answer and upload the questions	1,5
5	9	PRACTICE Chapter 4		X	Discuss the case in class	1,5
5	10	Chapter 5: Strategies and the industry life cycle	X		Read this chapter of the course	1,5
6	11	PRACTICE Chapter 5		X	Discuss the case in class	
6	12	Chapter 6: Corporate strategies. Vertical integration. Diversification	X		Read the case, answer and upload the questions	1,5
7	13	PRACTICE Chapter 6. Vertical integration		X	Discuss the case in class	1,5

7	14	Chapter 6: Corporate strategies. Vertical integration. Diversification	X		Read the case, answer and upload the questions	1,5
8	15	PRACTICE Chapter 6. Diversification		X	Discuss the case in class	1,5
8	16	Chapter 7: International strategies	X		Read the case, answer and upload the questions	1,5
9	17	PRACTICE Chapter 7		X	Discuss the case in class	1,5
9	18	Chapter 8: Growth of the firm. Mergers and acquisitions (M&A)	X		Read the case, answer and upload the questions	1,5
10	19	PRACTICE Chapter 8		X	Discuss the case in class	1,5
10	20	Chapter 9: Strategic alliances	X		Read the case, answer and upload the questions	1,5
11	21	PRACTICE Chapter 9		X	Discuss the case in class	1,5
11	22	Chapter 10: Corporate Governance	X		Read the case, answer and upload the questions	1,5
12	23	PRACTICE Chapter 10		X	Discuss the case in class	1,5
12	24	Teamwork presentations	X		Prepare the final project	1,5
13	25	Teamwork presentations		X	Prepare the final project	1,5
13	26	Teamwork presentations	X		Prepare the final project	1,5
14	27	Rewiew		X	Revise the main aspects of the course	
14	28	Review	X		Revise the main aspects of the course	1,5