



COURSE: ENTREPRENEURIAL STRATEGY		
STUDY: MASTER IN ENTREPRENEURSHIP AND BUSINESS VENTURING	ECTS: 6	CUATRIMESTRE: 1º
Profesor/a: María Jesús Nieto Sánchez		

COURSE WEEKLY PLANNING								
WEEK	SESSION	DESCRIPTION	GROUPS (mark X)		SPECIAL ROOM FOR SESSION (Computer class room, audio-visual class room)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTU RES	SEMINARS		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7h week)
1	1 y 2	The role of the strategy in the business plan. Definition of the business project. Strategic decision making under conditions of high uncertainty.	X			Reading and studying the teaching materials and readings indicated.	3	5
2	3 y 4	The entrepreneur and environment's dynamism. Concept and typology of environments. Generic environment analysis.	X			Reading and studying the teaching materials. Information search about the environment.	3	6
3	5 y 6	Industry analysis. Five competitive forces. Sector evolution and stages.	X			Reading and studying the teaching materials and readings indicated. Case discussion and resolution.	3	6
4	7 y 8	Firm's resources an capabilities and competitive advantage. Entrepreneur's competences in the new firm.	X			Reading and studying the teaching materials and readings indicated. Case discussion and resolution.	3	6



5	9 y 10	Sources of cost competitive advantage Sources of differentiation	X			Reading and studying the teaching materials and readings indicated. Strategic analysis for each business plan.	3	6
6	11 y 12	Competitive strategy formulation	X			Reading and studying the teaching materials and readings indicated. Description of competitive advantage in each business plan.	3	6
7	13 y 14	Business consolidation and business project expansion Strategy to manage firm's growth	X			Reading and studying the teaching materials and readings indicated.	3	6
8	15 y 16	Seminar about the experience of growing companies: challenges and main difficulties	X			Reading and studying the teaching materials and readings indicated.	3	6
9	17 y 18	Internationalization as a growth option for entrepreneurs	X			Reading and studying the teaching materials and readings indicated. Case discussion and resolution.	3	6
10	19 y 20	Internationalization, direct investment (greenfield strategies).	X			Reading and studying the teaching materials and readings indicated. Case discussion and resolution.	3	5
11	21 y 22	Collaboration strategies. Types of cooperation (licenses, franchises)	X			Reading and studying the teaching materials and readings indicated. Case discussion and resolution.	3	5
12	23 y 24	Joint venture and other collaborative agreements Successful factors and challenges in a collaborative agreements	X			Reading and studying the teaching materials and readings indicated. Development of growth strategies in each business plan.	3	6



13	25 y 26	Growth and innovation strategy	X			Reading and studying the teaching materials and readings indicated. Case discussion and resolution.	3	6
14	27 y 28	Seminar about innovation and/or cooperation strategies	X			Reading and studying the teaching materials and readings indicated.	3	5
15 y 16		Deliveries, presentations and evaluation	X			Preparation of exam and delivery of other deliveries.	3	25
TOTAL HORAS (150)							45	105