



# UNIVERSIDAD DE CASTILLA - LA MANCHA

## GUÍA DOCENTE

### 1. General information

**Course:** STRATEGIC MANAGEMENT

**Type:** CORE COURSE

**Degree:** 319 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (CU)

**Center:** 401 - FACULTY OF SOCIAL SCIENCES OF CUENCA

**Year:** 4

**Main language:** Spanish

**Use of additional languages:**

**Web site:**

**Code:** 54327

**ECTS credits:** 6

**Academic year:** 2021-22

**Group(s):** 30

**Duration:** First quarter

**Second language:** English

**English Friendly:** Y

**Bilingual:** N

**Lecturer:** M<sup>a</sup> DIONISIA ELCHE HORTELANO - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
Facultad de CC. Sociales	ADMINISTRACIÓN DE EMPRESAS	4240	dioni.elche@uclm.es	

### 2. Pre-Requisites

Not established

### 3. Justification in the curriculum, relation to other subjects and to the profession

Not established

### 4. Degree competences achieved in this course

#### Course competences

Code	Description
E01	Develop the ability to manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses.
E02	Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of a company or organization.
E04	Incorporate the ability to integrate into any functional area of a business or organization to perform and be able to lead any given task.
E05	Develop the ability to analyze any information on the situation and possible development of a company and transform it into a business opportunity.
E06	Develop and enhance the ability for general management, technical management and the management of research, development and innovation projects in any company or organization.
E10	Understand how people behave within organizations to manage individuals and workgroups from a human resources perspective.
G01	Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.
G03	Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions.
G05	Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations.

### 5. Objectives or Learning Outcomes

#### Course learning outcomes

Description

Search for information, analysis, interpretation, synthesis and transmission.

Listen, negotiate, persuade and defend arguments orally or in writing.

#### Additional outcomes

### 6. Units / Contents

**Unit 1:**

**Unit 2:**

**Unit 3:**

**Unit 3.1**

**Unit 3.2**

**Unit 4:**

**Unit 5:**

**Unit 6:**

**Unit 7:**

**Unit 8:**

7. Activities, Units/Modules and Methodology									
Training Activity	Methodology	Related Competences	ECTS	Hours	As	Com	Description		
Class Attendance (theory) [ON-SITE]	Lectures	E01 E02 E04 E05 E06 E10	1.2	30	N	-			
Class Attendance (practical) [ON-SITE]	Practical or hands-on activities	E01 E02 E04 E06 G01 G03	0.6	15	N	-			
Writing of reports or projects [OFF-SITE]	Self-study	E01 E02 E04 E06 G01	1.4	35	Y	Y			
Writing of reports or projects [OFF-SITE]	Group Work	E01 E02 E04 E05 E06 E10 G01 G05	0.4	10	Y	Y			
Group tutoring sessions [ON-SITE]	Guided or supervised work	G03 G05	0.5	12.5	N	-			
Study and Exam Preparation [OFF-SITE]	Self-study	E01 E02 E04 E06 G01 G03 G05	1.8	45	N	-			
Final test [ON-SITE]	Assessment tests	E01 E02 E04 E05 E06 E10 G01 G03 G05	0.1	2.5	Y	Y			
<b>Total:</b>			<b>6</b>	<b>150</b>					
<b>Total credits of in-class work: 2.4</b>				<b>Total class time hours: 60</b>					
<b>Total credits of out of class work: 3.6</b>				<b>Total hours of out of class work: 90</b>					

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System			
Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Other methods of assessment	30.00%	30.00%	
Final test	70.00%	70.00%	
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

According to art. 6 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 13.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
<b>Hours</b>	<b>hours</b>
Class Attendance (theory) [PRESENCIAL][Lectures]	30
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	15
Writing of reports or projects [AUTÓNOMA][Self-study]	36
Writing of reports or projects [AUTÓNOMA][Group Work]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	60
Final test [PRESENCIAL][Assessment tests]	4
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
Writing of reports or projects [AUTÓNOMA][Self-study]	36
Writing of reports or projects [AUTÓNOMA][Group Work]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	60
Final test [PRESENCIAL][Assessment tests]	4
Class Attendance (theory) [PRESENCIAL][Lectures]	30
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	15
<b>Total horas: 150</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Luis Ángel Guerras Martín; José Emilio Navas López	La Dirección Estratégica de la Empresa. Teoría y aplicaciones <a href="http://www.guerrasynavas.com/">http://www.guerrasynavas.com/</a>	Thonson Reuters			2015	
Luis Ángel Guerras Martín; José Emilio Navas López; Emilio Álvarez Suescun	Casos de Dirección Estratégica de la Empresa	Thonson Reuters			2014	
Robert M. Grant	Dirección estratégica: Conceptos, técnicas y aplicaciones	Thonson Reuters			2014	
Ventura Victoria, Juan	Análisis estratégico de la empresa	Paraninfo			2008	