UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

1. General information

Course: GROWTH STRATEGIES
Code: 54356
Type: ELECTIVE
ECTS credits: 6
Degree: 318 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (TO)
Academic year: 2022-23
Center: 6 - FACULTY OF LAW AND SOCIAL SCIENCES
Group(s): 45 40 42
Year: 4
Duration: First semester
Main language: Spanish
Second language: Spanish
Use of additional languages:
English Friendly: N
Web site:
Bilingual: Y

Lecturer: **FELIPE HERNANDEZ PERLINES** - Group(s): **40 42 45**

Building/Office	Department	Phone number	Email	Office hours
3.3.1	ADMINISTRACIÓN DE EMPRESAS	5161	felipe.hperlines@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
E02	Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of ¿¿a company or organization.
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.
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
Work independently and with personal initiative.
Solve problems in a creative and innovative way.
Assume social and ethical responsibility in decision-making.
Search for information, its analysis, interpretation, synthesis and transmission

Additional outcomes

6. Units / Contents

Unit 1:
- **Unit 1.1**
- **Unit 1.2**
- **Unit 1.3**
- **Unit 1.4**

Unit 2:
- **Unit 2.1**
- **Unit 2.2**
- **Unit 2.3**
- **Unit 2.4**
- **Unit 2.5**

Unit 3:
- **Unit 3.1**
- **Unit 3.2**
- **Unit 3.3**
- **Unit 3.4**

Unit 4:

Unit 4.1
Unit 4.2
Unit 4.3
Unit 4.4
Unit 5:
Unit 5.1
Unit 5.2
Unit 5.3
Unit 5.4
Unit 6:
Unit 6.1
Unit 6.2
Unit 6.3
Unit 6.4
Unit 7:
Unit 7.1
Unit 7.2
Unit 7.3
Unit 7.4

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	E06	1	25	N	-	
Class Attendance (practical) [ON-SITE]	Problem solving and exercises	E02	0.6	15	N	-	
Workshops or seminars [ON-SITE]	Case Studies	G05	0.6	15	Y	Y	
Writing of reports or projects [OFF-SITE]	Self-study	G03	2.8	70	Y	N	
Study and Exam Preparation [OFF-SITE]	Self-study	G01	0.8	20	N	-	
Final test [ON-SITE]	Combination of methods		0.2	5	Y	Y	
Total:			**6**	**150**			
Total credits of in-class work: 2.4							**Total class time hours: 60**
Total credits of out of class work: 3.6							**Total hours of out of class work: 90**

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
Progress Tests	70.00%	0.00%	
Assessment of problem solving and/or case studies	30.00%	100.00%	
Total:	**100.00%**	**100.00%**	

According to art. 4 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. 12.2) 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

Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	15
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	3
Workshops or seminars [PRESENCIAL][Case Studies]	44
Study and Exam Preparation [AUTÓNOMA][Self-study]	3

Unit 1 (de 7):

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Workshops or seminars [PRESENCIAL][Case Studies]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	4
Study and Exam Preparation [AUTÓNOMA][Self-study]	2

Unit 2 (de 7):

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2

Workshops or seminars [PRESENCIAL][Case Studies]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	4
Study and Exam Preparation [AUTÓNOMA][Self-study]	3

Unit 3 (de 7):	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Workshops or seminars [PRESENCIAL][Case Studies]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	4
Study and Exam Preparation [AUTÓNOMA][Self-study]	2

Unit 4 (de 7):	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Workshops or seminars [PRESENCIAL][Case Studies]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	4
Study and Exam Preparation [AUTÓNOMA][Self-study]	2

Unit 5 (de 7):	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Workshops or seminars [PRESENCIAL][Case Studies]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	4
Study and Exam Preparation [AUTÓNOMA][Self-study]	2

Unit 6 (de 7):	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Workshops or seminars [PRESENCIAL][Case Studies]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	4
Study and Exam Preparation [AUTÓNOMA][Self-study]	2

Global activity	
Activities	**hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	27
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	15
Workshops or seminars [PRESENCIAL][Case Studies]	68
Writing of reports or projects [AUTÓNOMA][Self-study]	24
Study and Exam Preparation [AUTÓNOMA][Self-study]	16
Total horas:	150

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Domingo Ribeiro Soriano	Casos de dirección estratégica	PRENTICE HALL		9788483228180	2012	
Grant, R.	Dirección Estratégica. Conceptos,técnicas y aplicaciones	Civitas			2002	
Luis Ángel Guerras Martín y José Emilio Navas López	Casos de Dirección Estratégica de la Empresa	Thomson-Civitas	Madrid	978-84-1308-975-1	2020	
Luis Ángel Guerras Martín y José Emilio Navas López	Dirección Estratégica de la Empresa. Teoría y Aplicaciones	Civitas	Madrid	978-84-470-5334-6	2015	
BILBAO, P.; ESCUDERO, C.; RODRIGUEZ , J. M.	POLITICA DE EMPRESA Y ESTRATEGIA	UNIVERSITAS INTERNACIONAL	Madrid		2005	