



## 1. General information

Course: BUSINESS STRATEGY

Type: ELECTIVE

Degree: 316 - UNDERGRADUATE DEGREE IN ECONOMICS

Center: 5 - FACULTY OF ECONOMICS AND BUSINESS

Year: 4

Main language: Spanish

Use of additional  
languages:

Web site:

Code: 53332

ECTS credits: 6

Academic year: 2023-24

Group(s): 10

Duration: First semester

Second language:

English Friendly: Y

Bilingual: N

Lecturer: MARIA CRISTINA DIAZ GARCIA - Group(s): 10

Building/Office	Department	Phone number	Email	Office hours
Melchor de Macanaz 2.14	ADMINISTRACIÓN DE EMPRESAS		cristina.diaz@uclm.es	

## 2. Pre-Requisites

There are no prerequisites to take this subject. Despite this, it is advisable that the student has passed the subject Foundations of Administration and Business Management (2º course- Degree in Economics)

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

The subject of Business Strategies fits into the fourth year of the degree in Economics. An optional subject of semi-annual character, deals with the different stages in the process of business management from strategic analysis to the study of business strategies and their implementation-control, allowing students to deepen the study of the strategic behaviour of organizations. The subject is integrated in Module 9, within the itinerary of the mention "Bases of business management". The completion of this mention will be included in the supplement to the title.

## 4. Degree competences achieved in this course

## Course competences

Code	Description
E01	Know the theoretical performance and the implications of the economic system in the production and financial fields, nationally and internationally
E02	Understand the role of institutions and economic agents in economic and social activities.
E03	Ability to find economic data and select relevant facts.
E04	Analytical skills to identify and anticipate relevant economic and legal issues and the different alternative solutions.
E05	Ability to contribute to the establishment of strategies which will allow for the efficient allocation of resources, the generation of wealth and a suitable distribution of income.
E06	Application of professional criteria to the analysis of problems, based on the use of technical tools.
E15	Ability to develop relevant financial information for business decision-making.
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.
G02	Ability to understand the ethical responsibility and the code of ethics of professionals working in the field of economics. To know, respect and contribute to the fulfillment of the commitments related to gender equality, non-discrimination, human rights legislation and development cooperation.
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.
G04	Ability for the use and development of information and communication technology in the development of professional activity.
G05	Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments.

## 5. Objectives or Learning Outcomes

## Course learning outcomes

## Description

Train the student to work out problems in creative and innovative ways.

Train the student to it raise the ethical exercise of the profession, becoming aware of social responsibility in decision-making

Train the student to search for information in order to analyze it, interpret its meaning, synthesize it and communicate it to others.

Train the student to listen to and defend arguments orally or in writing

## Additional outcomes

Train the students for using the models for external analysis - of the generic and specific environment-, the internal analysis of the company and, based on these, which strategies are best suited to corporate and competitive level

## 6. Units / Contents

Unit 1: Strategic Management

Unit 2: Mission, objectives and firms' values

Unit 3: External analysis

Unit 4: Internal Analysis

Unit 5: Competitive advantages and competitive strategies

Unit 6: Strategies based on sectorial characteristics

Unit 7: Firms' strategic development directions

Unit 8: Evaluation and implementation of strategies

## 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]		E01 E02 E04 E05 E06 E15 G01 G02	1.33	33.25	N	-	
Class Attendance (practical) [ON-SITE]	Case Studies	E04 E05 E06 E15 G01 G02 G03	0.67	16.75	N	-	
On-line debates and forums [OFF-SITE]		E03 E04 E05 E06 E15 G01 G02 G03 G04 G05	1.64	41	Y	N	
Writing of reports or projects [OFF-SITE]	Combination of methods	E03 E04 E05 E06 E15 G01 G02 G03 G04 G05	1	25	Y	N	
Study and Exam Preparation [OFF-SITE]		G01	1.28	32	N	-	
Final test [ON-SITE]		E04 E05 E15	0.08	2	Y	Y	
<b>Total:</b>			<b>6</b>	<b>150</b>			
<b>Total credits of in-class work: 2.08</b>			<b>Total class time hours: 52</b>				
<b>Total credits of out of class work: 3.92</b>			<b>Total hours of out of class work: 98</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
Final test	70.00%	100.00%	Will be a final objective test which may include short questions, development issues, cases and practical applications. It will be necessary to overcome the final test so this can make media with the rest of valuations.
Other methods of assessment	15.00%	0.00%	Evaluation of the quantity and quality of participation in the Forum online, discussing business topics related to the content of the course
Assessment of problem solving and/or case studies	5.00%	0.00%	The quantity and quality of the practices will be valued. They will be delivered through the virtual platform
Self Evaluation and Co-evaluation	10.00%	10.00%	
<b>Total:</b>	<b>100.00%</b>	<b>110.00%</b>	

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
On-line debates and forums [AUTÓNOMA]	25
Study and Exam Preparation [AUTÓNOMA]	32
Final test [PRESENCIAL]	2
<b>Unit 1 (de 8): Strategic Management</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (theory) [PRESENCIAL]	3.25
Class Attendance (practical) [PRESENCIAL][Case Studies]	1.25
On-line debates and forums [AUTÓNOMA]	2
Writing of reports or projects [AUTÓNOMA][Combination of methods]	2
<b>Unit 2 (de 8): Mission, objectives and firms' values</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (theory) [PRESENCIAL]	1.5
Class Attendance (practical) [PRESENCIAL][Case Studies]	1.5
On-line debates and forums [AUTÓNOMA]	2
Writing of reports or projects [AUTÓNOMA][Combination of methods]	2
<b>Unit 3 (de 8): External analysis</b>	
<b>Activities</b>	<b>Hours</b>

Class Attendance (theory) [PRESENCIAL][ ]	9
Class Attendance (practical) [PRESENCIAL][Case Studies]	3
On-line debates and forums [AUTÓNOMA][ ]	2
Writing of reports or projects [AUTÓNOMA][Combination of methods]	5
<b>Unit 4 (de 8): Internal Analysis</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (theory) [PRESENCIAL][ ]	6
Class Attendance (practical) [PRESENCIAL][Case Studies]	2.25
On-line debates and forums [AUTÓNOMA][ ]	2
Writing of reports or projects [AUTÓNOMA][Combination of methods]	3
<b>Unit 5 (de 8): Competitive advantages and competitive strategies</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (theory) [PRESENCIAL][ ]	6
Class Attendance (practical) [PRESENCIAL][Case Studies]	2.25
On-line debates and forums [AUTÓNOMA][ ]	2
Writing of reports or projects [AUTÓNOMA][Combination of methods]	5
<b>Unit 6 (de 8): Strategies based on sectorial characteristics</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (theory) [PRESENCIAL][ ]	3
Class Attendance (practical) [PRESENCIAL][Case Studies]	2
On-line debates and forums [AUTÓNOMA][ ]	3
Writing of reports or projects [AUTÓNOMA][Combination of methods]	3
<b>Unit 7 (de 8): Firms¿ strategic development directions</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (theory) [PRESENCIAL][ ]	3
Class Attendance (practical) [PRESENCIAL][Case Studies]	3
On-line debates and forums [AUTÓNOMA][ ]	3
Writing of reports or projects [AUTÓNOMA][Combination of methods]	5
<b>Unit 8 (de 8): Evaluation and implementation of strategies</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (theory) [PRESENCIAL][ ]	1.5
Class Attendance (practical) [PRESENCIAL][Case Studies]	1.5
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
Class Attendance (practical) [PRESENCIAL][Case Studies]	16.75
Study and Exam Preparation [AUTÓNOMA][ ]	32
Class Attendance (theory) [PRESENCIAL][ ]	33.25
On-line debates and forums [AUTÓNOMA][ ]	41
Writing of reports or projects [AUTÓNOMA][Combination of methods]	25
Final test [PRESENCIAL][ ]	2
<b>Total horas: 150</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Guerras y Navas	Casos de Dirección Estratégica de la Empresa	Civitas			2007	
Guerras y Navas	Dirección Estratégica de la Empresa	Civitas			2007	
Hill, Charles W. L.	Administración estratégica : un	McGraw-Hill		970-10-4831-8	2005	
Johnson, Gerry	Dirección estratégica	Prentice-Hall		978-84-205-4618-6	2008	
Thompson, Arthur A.	Administración estratégica: textos y casos	McGraw-Hill		970-10-4055-4	2004	
R. Grant	Contemporary strategic management	Chichester : Wiley		978-1-119-12084-1	2016	D 658 GRA Macanaz Library