

**1. General information****Course:** GROWTH STRATEGIES**Type:** ELECTIVE**Degree:** 318 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (TO)**Center:** 6 - FACULTY OF LAW AND SOCIAL SCIENCES**Year:** 4**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 54356**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 40 42 45**Duration:** First semester**Second language:** Spanish**English Friendly:** N**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	
<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
Progress Tests	70.00%	0.00%	
Assessment of problem solving and/or case studies	30.00%	100.00%	
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</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
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
<b>Unit 3 (de 7):</b>	
<b>Activities</b>	<b>Hours</b>
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
<b>Unit 4 (de 7):</b>	
<b>Activities</b>	<b>Hours</b>
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
<b>Unit 5 (de 7):</b>	
<b>Activities</b>	<b>Hours</b>
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
<b>Unit 6 (de 7):</b>	
<b>Activities</b>	<b>Hours</b>
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
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
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
<b>Total horas: 150</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	City	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	