



1. General information

Course: STRATEGIC MANAGEMENT

Type: CORE COURSE

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: 54327

ECTS credits: 6

Academic year: 2023-24

Group(s): 40 42 45 41 43

Duration: C2

Second language: Spanish

English Friendly: Y

Bilingual: N

Lecturer: FATIMA GUADAMILLAS GOMEZ - Group(s): 40 45				
Building/Office	Department	Phone number	Email	Office hours
Facultad de CC Jurídicas y Sociales, despacho Organización de Empresas	ADMINISTRACIÓN DE EMPRESAS	926051508	fatima.guadamillas@uclm.es	
Lecturer: FELIPE HERNANDEZ PERLINES - Group(s): 42 43				
Building/Office	Department	Phone number	Email	Office hours
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Lecturer: PEDRO JIMENEZ ESTEVEZ - Group(s): 41				
Building/Office	Department	Phone number	Email	Office hours
SABATINI 1,54	ADMINISTRACIÓN DE EMPRESAS	926051794	pedro.jestevez@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

Know the theories and organizational models of companies from structural and behavioral perspectives to ensure their effective and efficient functioning, paying special attention to human aspects in organizations.

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

Solve problems in a creative and innovative way.

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 2:
 Unit 2.1
 Unit 2.2
 Unit 2.3
 Unit 2.4
 Unit 3:
 Unit 3.1
 Unit 3.2
 Unit 3.3
 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 5.5
 Unit 6:
 Unit 6.1
 Unit 6.2
 Unit 6.3
 Unit 6.4
 Unit 6.5
 Unit 7:
 Unit 7.1
 Unit 7.2
 Unit 7.3
 Unit 8:
 Unit 8.1
 Unit 8.2
 Unit 8.3
 Unit 8.4
 Unit 9:
 Unit 9.1
 Unit 9.2
 Unit 9.3
 Unit 9.4

7. Activities, Units/Modules and Methodology							
Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (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	N	
Writing of reports or projects [OFF-SITE]	Group Work	E01 E02 E04 E05 E06 E10 G01 G05	0.4	10	Y	N	
Individual tutoring sessions [ON-SITE]	Other Methodologies	G01 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	-	
Class Attendance (theory) [ON-SITE]	Lectures	E01 E02 E04 E05 E06 E10	1.2	30	N	-	
Final test [ON-SITE]	Assessment tests	E01 E02 E04 E05 E06 E10 G01 G03 G05	0.1	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	Description

		evaluation*	
Final test	70.00%	100.00%	
Other methods of assessment	30.00%	0.00%	
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 (practical) [PRESENCIAL][Practical or hands-on activities]	15
Writing of reports or projects [AUTÓNOMA][Self-study]	35
Writing of reports or projects [AUTÓNOMA][Group Work]	10
Individual tutoring sessions [PRESENCIAL][Other Methodologies]	12.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	45
Class Attendance (theory) [PRESENCIAL][Lectures]	30
Final test [PRESENCIAL][Assessment tests]	2.5
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	30
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	15
Writing of reports or projects [AUTÓNOMA][Self-study]	35
Writing of reports or projects [AUTÓNOMA][Group Work]	10
Individual tutoring sessions [PRESENCIAL][Other Methodologies]	12.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	45
Final test [PRESENCIAL][Assessment tests]	2.5
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Domingo Ribeiro Soriano	Casos de dirección estratégica de la Empresa	PRENTICE HALL		9788483228180	2012	
Castillo, A.M., Abad, I.M y Rastrollo, M.A.	Casos prácticos de administración y dirección de empresas	Pirámide		978-84-368-2143-87	2014	
Grant, R.	Dirección Estratégica. Conceptos, técnicas y casos	Civitas Ediciones Madrid		9788447026586	2006	
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	
J.E. Navas López y L.A. Guerras Martín	Fundamentos de Dirección Estratégica de la Empresa	Thomson-Civitas Madrid		978-84-9135-800-8	2016	
Hill, Charles W. L.	Administración estratégica	McGraw-Hill		978-607-15-1298-7	2015	
Johnson, g.; Scholes, K. & Whittington, R.	Dirección Estratégica	Pearson		9788420546186	2006	
Porter, M.E.	Estrategia competitiva: Técnicas para el análisis de la empresa y sus competidores	Pirámide		9788436823387	2009	