

1. OVERVIEW

Subject Area	Strategic Management
Degree	Bachelor's Degree in Business Analytics
School/Faculty	Social and Communication Sciences
Ac. Year	Third
ECTS	6
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Term	Second semester (6th)
Academic Year	2024-25
Coordinating professor	TIZIANA PRIEDE

2. INTRODUCTION

Strategic Management I is a fundamental course of the Bachelor's Degree in Business Analytics. It is worth 6 ECTS credits. As part of the subject, students are introduced to one of the primary disciplines in business management: Strategy.

The subject will enable them to develop a general and comprehensive understanding of the strategic management process. It covers the strategic analysis that a business conducts to subsequently devise the corporate and business strategies it will need to remain competitive.

Students will draw on basic concepts addressed during the course to use - and understand the effectiveness of - external and internal analysis tools.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by the acronym in Spanish):

- CB4: Students will be able to present information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5: Students will develop the learning capacity required to undertake subsequent study with a high degree of autonomy.

Cross-curricular skills (CT, by the acronym in Spanish):

- CT7. Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests.

Specific skills (CE, by the acronym in Spanish):

- CE2. Ability to gather and interpret information in order to devise and roll out a Strategic Plan: External and internal strategic analysis; development, selection and introduction of corporate and competitive strategies and strategic control mechanisms.
- CE10. Ability to analyse, integrate and evaluate information from economic sources when needed in the decision-making process.
- CE21. Ability to segment and select the appropriate target audience in view of the interests of individual business initiatives.
- CE24. Ability to identify information needs, depending on the stated objectives of the task in question.
- CE26. Critical spirit and objectivity to challenge data or assumptions based on previous data.
- CE29. Ability to ask the right questions in relation to the anticipated objective of knowledge, with a view to formulating and adding suitable "queries" to the data storage system.
- CE32. Business orientation: make decisions on the basis that the cost of obtaining information is less than the profit derived from its application.

Learning outcomes (RA, by its acronym in Spanish):

- RA1: Understand the basic concepts underpinning a business's strategic management process.
- RA2: Recognise the tools used to analyse general and specific environments.
- RA3: Recognise the tools used by a business for internal analysis purposes.
- RA4: Prepare case studies and collaborative initiatives so that students can show that they have understood the concepts referred to in the previous sections.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB1, CT17	RA1
CB3, CE12, CT6, CT12, CT17	RA2
CB3, CT6, CT12, CT17	RA3
CB4, CE2, CT5, CT17	RA4

4. CONTENTS

This subject area is divided into five learning units, which are then divided into various topics:

Unit 1 Introduction to Strategic Management and Corporate Strategy

As part of this unit, students will be introduced to the concept of Strategic Management and its function.

Unit 2 Business Orientation.

As part of this unit, students will identify the core concepts underpinning the strategic positioning process adopted by a business: Mission, vision and shared values.

Unit 3 Analysis of General Environment.

As part of this unit, students will be introduced to - and taught how to use - the tools they will need to analyse general environment factors that may affect a business's strategic management process.

Unit 4 Analysis of Specific Environment.

As part of this unit, students will be introduced to - and taught how to use - the tools they will need to analyse specific environment factors that may affect a business's strategic management process.

Unit 5 Internal Analysis.

As part of this unit, students will be introduced to - and taught how to use - the tools they will need to analyse internal organisational factors that may affect a business's strategic management process.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lecture.
- Case studies.
- Problem-based learning.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Type of learning activity	Number of hours
Tutorials	10
Lectures	30
Asynchronous lectures	11
Debates and discussions	10
Case study analysis	10

Problem-solving	10
Oral presentations	10
Written reports and essays	25
Independent assignment	30
Knowledge tests	4
TOTAL	150 h

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
Knowledge test	50%
Written reports and oral presentations	25%
Case study/problem to promote inclusion	25%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

7.1. Ordinary exam period

To pass in the ordinary exam period, the weighted average grade of all activities listed in the table (or those indicated by the professor) must be 5 out of 10 or higher, and you must obtain a grade of 5 out of 10 or higher in the knowledge test.

Additionally, to be evaluated, attendance (on campus mode) must be greater than 50%. The university/faculty's policy on plagiarism will be followed, and plagiarism will not be accepted under any circumstances. To pass the course in the ordinary examination period you must obtain a grade of 5 or more out of 10 in the final grade (weighted average) for the subject area.

7.2. Extraordinary exam period (resits)

To pass in the extraordinary exam period, you must submit the activities indicated by the professor, with a weighted average grade of 5 out of 10 or higher, and obtain a grade of 5 out of 10 or higher in the knowledge test.

8. TIMELINE

The timeline with delivery dates of assessable activities in the subject area is indicated in this section:

Assessable activities	Date
Activity 1.	Week 2
Activity 2.	Week 3
Activity 3.	Week 5
Activity 4	Semana7
Knowledge test	Week 8
Activity 5	Week 10
Activity 6	Week 12
Knowledge test	Week 16
Case study/problem to promote inclusion	Week 18
Knowledge test	Week

The timeline may be subject to modifications for logistical reasons of the activities. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

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10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI in Spanish) offers support throughout your time at university to help you with your academic achievement. Other cornerstones of our educational policy are the inclusion of students with special educational needs, universal access in all our university campuses and equal opportunities.

This ODI unit offers students:

1. Support and monitoring through counselling and personalised student plans for those who need to improve their academic performance.
2. Curricular adaptations to uphold diversity, with assistance for those students who require specific educational support, leading to equal opportunities without significant changes to methodology or evaluation.
3. We offer students a range of extracurricular educational resources to reinforce skills which will enhance their personal and professional development.
4. Career guidance by giving tools and advice to any students who have doubts about their career or think that they have chosen the wrong degree.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.