

Business Strategies

Code: 100524
ECTS Credits: 6

Degree	Type	Year	Semester
2500258 Labour Relations	OB	3	1

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Prerequisites

It is recommended to have studied: Business Economics, Accounting and Business Organization

Objectives and Contextualisation

To impart and practice the knowledge and techniques related to the strategic direction of the company, in order to

Competences

- Applying techniques and making decisions in terms of human resources (remuneration policy, selection policy).
- Applying the different evaluation techniques in a socio-occupational audit.
- Identifying, analysing and solving complex problems and situations from an (economic, historical, legal, psychological, and sociological) interdisciplinary perspective.
- Producing and designing organizational strategies, developing the human resources strategy of the organization.
- Students must be capable of initiative, creativity and entrepreneurial spirit.

Learning Outcomes

1. Designing new organisational forms.
2. Introducing the business strategy in several factual contexts.
3. Knowing the accounting and social information system of a company.
4. Knowing the organisational forms, organisation and working methods.
5. Relating the business strategy and human resource policies.
6. Students must be capable of initiative, creativity and entrepreneurial spirit.
7. Understanding the specialisation and decentralisation of human resources.
8. Understanding the strategic process and corporate governance.

Content

opic 1. Strategy of company: Concept of policy or strategy of company. - Content of the business strategy. - Objectives and approaches to strategic thinking.

Topic 2. Strategic diagnosis (I): External analysis: Concept and levels of analysis of the general environment .- Analysis of the sectoral environment and competition .- The strategic group.

Topic 3. Strategic diagnosis (II): Internal analysis: Functional analysis and business strategies.

Topic 4. Business strategies: Nature and sources of competitive advantage.

Topic 5. Corporate strategies: Strategic development directions .- Corporate strategy.

Topic 6. The formulation of the strategy in business practice: Evaluation and implementation of the strategy.

Topic 7. The implementation of the strategy.

Methodology

To achieve the objectives of the subject, the following teaching methodology will be combined:

1. Lectures with TIC support: In these sessions the professors will develop the theoretical content of the subject.
2. Work sessions focused on a case: The case methodology will be used to develop the practical application of the subject.
3. Various support activities: With the aim of bringing the student to the work sessions.
4. Realization of practical activities by the students: For each of the themes.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical classes	15	0.6	8, 2, 5, 6
Presentation of cases	10	0.4	8, 2, 6
Theoretical classes	30	1.2	8, 2, 5
Type: Supervised			
Tutorials	15	0.6	8, 2, 5
Type: Autonomous			
Search for information, preparation and resolution of cases	30	1.2	8, 2, 5, 6
Study of the contents	45	1.8	8, 2, 5, 6

Assessment

The final grade of the course will be formed by the weighted average of three notes:

- Course follow-up. The correct follow-up of the course requires the attention of the student.
 - Partial Exam. An exam about the contents of the first part of the course will be held.
 - 3. Final exam (see faculty exam calendar). The student will be evaluated on the final exam.
- To pass the subject it is necessary:

- a) Take a grade equal to or greater than 4 in the final exam.
- b) The weighted average of the three notes is greater than 5.

A student is considered as not presented who does not participate in the final exam. At the end of the course each professor will publish the final grades and the student will have to check them. In case of a grade lower than 3, the student will have to redo the subject.

For those students who in the course evaluation have obtained a grade t
A student can only obtain a "No Presented" to the subject as long as he /

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course follow-up	20%	0	0	3, 4, 1, 8, 2, 5, 6
Final exam	40%	3	0.12	8, 7, 2, 6
Partial exam	40%	2	0.08	8, 7, 5

Bibliography

GRANT, R.M. (2013): Dirección estratégica. Madrid: Civitas.

GUERRAS, L.A.; NAVAS, J.E. (2013): La dirección estratégica de la empresa. Teoría y aplicaciones. Madrid: Thomson-Civitas.

JOHNSON, G., SCHOLLES, K. y WHITTINGTON, R. (2008): Dirección estratégica. Madrid: Pearson Prentice Hall.