

Strategic Management I

Code: 102363
ECTS Credits: 6

2025/2026

| Degree | Type | Year |
|--|------|------|
| Business Administration and Management | OB | 3 |
| Economics | OT | 3 |
| Economics | OT | 4 |

Contact

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Teachers

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

In order to be able to successfully follow and complete the course it is recommended that a student has passed the following subjects: Business Economics I and Financial Accounting

Objectives and Contextualisation

The objective of this course is to teach and practice the skills and techniques used in the strategic management of organizations in order to enable a student to productively participate in the process of business strategy formulation

Competences

Business Administration and Management

- Capacity for adapting to changing environments.

- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.
- Demonstrate knowledge of the processes for the implementation of company strategies.
- Identify company competition, how they interact among themselves and the optimum strategies that can be drawn up in each case to stimulate competitiveness.
- Lead multidisciplinary and multicultural teams, implementing new projects and coordinating, negotiating and managing conflicts.
- Organise the work in terms of good time management, organisation and planning.
- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- Take decisions in situations of uncertainty, demonstrating an entrepreneurial and innovative attitude.

Learning Outcomes

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Apply the processes of formulating strategies to specific cases.
3. Assess the effect of different strategies on the competitiveness of a company.
4. Capacity to adapt to changing environments.
5. Classify the different ways in which a company can compete.
6. Lead multidisciplinary and multicultural teams, implement new projects, coordinate, negotiate and manage conflicts.
7. List the basic stages and processes in the formulation and implementation of a business strategy.
8. List the main competitors of a company.
9. Make decisions in situations of uncertainty and show an enterprising and innovative spirit.
10. Organise work, in terms of good time management and organisation and planning.
11. Select and generate the information needed for each problem, analyse it and make decisions based on this information.

Content

Topic 1: Introduction to functions of management

Management tasks. - Management functions: competitiveness, efficiency and management skills. - Ethics and social responsibility in business management. - Empirical research on the functions of management.

Topic 2: Organizational Strategy

The concept of strategic management. - Business strategy content. - Strategy objectives and levels. - Business units. - The strategic process. - Strategic thinking.

Topic 3: Strategic Diagnostics (I) - External analysis

External environment concept and its levels. - Analysis of the environment. - Analysis of the industry and the competition. - Strategic groups. - Segmentation of demand.

Topic 4: Strategic Diagnostics (II) - Internal analysis

Functional analysis and strategic profile. - Value chain. - Experience curve. - Analysis of resources and capabilities. - Benchmarking.

Topic 5: Business Strategy (I)

The nature and sources of competitive advantage. - Analysis of cost and differentiation competitive advantage. - The strategic clock.

Topic 6: Business Strategy (II) in different industries

Life cycle. - Strategies for emerging, mature, and declining industries. - Innovation strategy.

Topic 7: Corporate strategy

Directions of strategic development. - Corporate strategies of diversification, vertical integration, internationalization, and cooperation. - Management and management techniques of diversified businesses.

Topic 8: Formulating business strategy in practice

Strategy evaluation criteria and selection techniques. - Strategic planning.

Activities and Methodology

| Title | Hours | ECTS | Learning Outcomes |
|--|-------|------|-----------------------------------|
| Type: Directed | | | |
| Practice classes | 17 | 0.68 | 2, 3, 4, 1, 5, 8, 7, 6, 10, 9, 11 |
| Theory classes | 32.5 | 1.3 | 2, 3, 5, 8, 7 |
| Type: Supervised | | | |
| Tutorials, monitoring | 13 | 0.52 | 2, 3, 5, 8, 7 |
| Type: Autonomous | | | |
| Studying of the class material and preparation | 84 | 3.36 | 2, 3, 4, 1, 5, 8, 7, 6, 10, 9, 11 |

To achieve the objectives of this course the following teaching methods will be used:

1. Lectures with the use of ICT: In these sessions the professor will develop the main fundamental ideas and concepts of the topic and provide illustrative examples from the business world, where applicable.
2. Workshops focusing on exercises and case studies to better understand various theoretical concepts studied in the lectures.
3. Various support activities to familiarize students with the real-life business world - during the course students will perform research and read newspaper and journal articles related to the topics covered in the course, as well as attendance at conferences.
4. Tutorial attendance: Professors will have scheduled office hours during which students may obtain help in resolving questions they encounter during the study of class material

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|---------------|-----------|-------|------|-----------------------------------|
| Final exam | 50% | 2 | 0.08 | 2, 3, 1, 5, 8, 7 |
| Mid-term exam | 30% | 1.5 | 0.06 | 2, 3, 1, 5, 8, 7 |
| Participation | 20% | 0 | 0 | 2, 3, 4, 1, 5, 8, 7, 6, 10, 9, 11 |

The final course grade will consist of the weighted average of three grades - participation, mid-term exam, and final exam. Each of the three evaluation elements will be graded on the scale from 0 to 10, 10 being the highest grade. The final grade will be calculated using the following formula:

$$\text{FINAL GRADE} = 30\% \text{ (midterm exam)} + 20\% \text{ (participation)} + 50\% \text{ (final exam)}$$

1. Participation. Students are required to be present during the classes and to complete all individual and group assignments during the semester. Participation mark represents 20% of the final course grade.
2. Mid-term exam. The mid-term exam will cover the class material covered up to that point and will be offered only once. As there is no minimum grade requirement for the mid-term exam, a student can miss the mid-term exam and still "pass" the course. The grade of the mid-term exam represents 30% of the final grade.
3. Final exam. Final exam evaluates students based on the total material covered in the class. The grade of the final exam represents 50% of the final course grade. To pass the course, it is necessary to obtain final exam grade greater or equal to 3.5. The final exam will be offered only once and no compensation work will be assigned.

In case the final exam grade is lower than 3.5 and the final grade of the course will be equal to or greater than 3.5 and lower than 5, it may be submitted to the recovery test.

All students are required to perform the evaluation activities. If the student's grade is 5 or higher, the student passes the course and it cannot be subject to further evaluation. If the student grade is less than 3.5, the student will have to repeat the course the following year. Students who have obtained a grade that is equal to or greater than 3.5 and less than 5 can take a second chance exam. The lecturers will decide the type of the second chance exam. When the second exam grade is greater than 5, the final grade will be a PASS with a maximum numerical grade of 5. When the second exam grade is less than 5, the final grade will be a FAIL with a numerical grade equal to the grade achieved in the course grade (not the second chance exam grade).

A student who does not perform any evaluative task is considered "not evaluable", therefore, a student who performs a continuous assessment component can no longer be qualified with a "not evaluable"

Calendar of evaluation activities

The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

*"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity." **Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB).** Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule*

https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule

Grade revision process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

Retake Process

"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9.

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the course.

Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0". Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).*

COMPREHENSIVE EVALUATION (Art. 265 of the UAB Academic Regulations)

By requesting the comprehensive evaluation the student waives the option of continuous evaluation.

The comprehensive evaluation must be requested at the Academic Management (Gestió acadèmica) of the Campus where the degree/master's degree is taught. The request must be filed according to the procedure and the deadline established by the administrative calendar of the Faculty of Economics and Business.

Attendance :

- Student attendance is mandatory on the day of the comprehensive assessment. The date will be the same as that of the final exam of the semester as per the evaluation calendar published by the Faculty of Economics and Business and approved by the Faculty's Teaching and Academic Affairs Committee. The duration of the comprehensive assessment must be specified in the characteristics of such activity.
- 100% of the evaluation evidences must be handed in by the student on the day of the comprehensive assessment.
- The evaluation evidences carried out in person by the student on the same day of the comprehensive assessment must have a minimum weight of 70%.

| Evidence Type (1) | Weight in the final assessment (%) (2) | Duration of the activity | Is the activity that corresponds to this evaluation evidence to be carried out in person on the date scheduled for the comprehensive evaluation? (YES/NO) (3) |
|-------------------|--|--------------------------|---|
| case analysis | 20% | | Yes |

| | | |
|-------|------|-----|
| exam | 80% | Yes |
| TOTAL | 100% | |

RETAKE PROCEDURE :

"For the retake procedure, no distinction is made between students who have followed the continuous evaluation and those who have opted for the comprehensive evaluation. All will be re-assessed using the same test or evaluation evidence."

REVIEW OF THE FINAL QUALIFICATION:

"The review of the final qualification will follow the same procedure as for the continuous evaluation".

Use of Artificial Intelligence (AI) Technologies

For this course, the restricted use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction, or translations. Students must clearly identify which parts have been generated using this technology, specify the tools used, and include a critical reflection on how these tools have influenced the process and the final outcome of the activity. Lack of transparency in the use of AI in an assessable activity will be considered a breach of academic integrity and may result in partial or total penalization of the grade for the activity, or more severe sanctions in serious cases.

Bibliography

GRANT, R. (2022). Contemporary Strategy Analysis, Text and Cases. 11th edition, Wiley: London. (Last edition)

JOHNSON, G., SCHOLES, K. y WHITTINGTON, R. (2008): Exploring Corporate Strategy (8th ed.). Harlow, UK: Pearson Education Ltd. (Last edition)

NAVAS, J.E.; GUERRAS, L.A. (2018). Fundamentals of Strategic Management. 2nd edition, Thomson Reuters-Civitas: Madrid. (Last edition)

Software

Microsoft Office

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

| Name | Group | Language | Semester | Turn |
|----------------------------|-------|-----------------|----------------|---------------|
| (PAUL) Classroom practices | 2 | Spanish | first semester | morning-mixed |
| (PAUL) Classroom practices | 4 | English | first semester | morning-mixed |
| (PAUL) Classroom practices | 52 | Catalan | first semester | afternoon |
| (PAUL) Classroom practices | 60 | Catalan/Spanish | first semester | morning-mixed |
| (TE) Theory | 2 | Spanish | first semester | morning-mixed |
| (TE) Theory | 4 | English | first semester | morning-mixed |
| (TE) Theory | 52 | Catalan | first semester | afternoon |
| (TE) Theory | 60 | Catalan/Spanish | first semester | morning-mixed |