



## Information about the course

**Degree:** Bachelor of Science Degree in Business Administration and Management

**Faculty:** Faculty of Legal, Economic and Social Sciences

**Code:** 300401 **Name:** Strategic Management and Company Policy

**Credits:** 6,00 ECTS **Year:** 4 **Semester:** 1

**Module:** Business Management and Organization

**Subject Matter:** Estrategia y Dirección General **Type:** Obligatoria

**Branch of knowledge:**

**Department:** Economics, Business Management, and Marketing

**Type of learning:** Classroom-based learning / Online

**Language/-s in which it is given:** English, Spanish

### Teachers:

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## Module organization

### Business Management and Organization

Subject Matter	ECTS	Subject	ECTS	Year/semester
Estrategia y Dirección General	24	Entrepreneurship and Business Initiative	6	4/1
		Human resources management	6	3/1
		Strategic Management and Company Policy	6	4/1
		Strategies for Business Growth	6	4/2
Gestión de Empresas	18	Creativity and Management of Innovation	6	3/2
		Quality and Environment Management	6	3/1
		Social Responsibility of Company	6	4/2
Empresa	12	Business Organisation and Management	6	2/2
		Fundamentals of Business Management	6	1/1

## Recommended knowledge

It is recommended to have successfully completed the subjects of the Business module: Fundamentals of Business Management and Business Organization and Management.



## Learning outcomes

Al finalizar la asignatura, el estudiante deberá demostrar haber adquirido los siguientes resultados de aprendizaje:

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Learning outcomes of the specified title

Type of AR:

-



## Assessment system

### Modalidad presencial

Assessed learning outcomes	Granted percentage	Assessment tool
R7, R8, R9	20,00%	Objective Tests
R7, R8, R9, R10	15,00%	Completion of Theoretical-Practical Activities
R10	15,00%	Class Attendance and Participation
R7, R8, R9, R10	50,00%	Final Exam
R10	15,00%	Participation in Synchronous Communication Activities
R7, R8, R9, R10	15,00%	Deliverable Activities



R7, R8, R9	15,00%	Periodic Evaluations Through Online Questionnaires
R10	5,00%	Participation in Discussion Forums
R7, R8, R9, R10	50,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

## Observations

### CLASS ATTENDANCE

In accordance with the development guidelines of the General Regulations for the Evaluation and Grading of Official Courses and Own Degrees of the UCV, in face-to-face degrees, attendance at class for a minimum of **80% of the sessions** of each subject will be required as a requirement **for being evaluated**. This means that if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she cannot be evaluated, either in the first or second call, unless the person responsible for the subject with the approval of the person responsible for the degree, **in view of duly justified exceptional circumstances**, exempts the student from the minimum attendance percentage. The same criteria will apply to hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "attendance" in the different training activities, if any, even if these are carried out in virtual environments.

### CRITERIA FOR AWARDING A DISTINCT WITH HONOR:

According to article 14.4 of the General Regulations for the Evaluation and Grading of Official Courses and Own Degrees of the UCV, the mention of "Matrícula de Honor" may be awarded to students who have obtained a **grade equal to or greater than 9.0**. Their number may not exceed **five percent of the students enrolled** in a group in the corresponding academic year, unless the number of students enrolled is less than 20, in which case only one "Matrícula de Honor" may be awarded.



## CLASS ATTENDANCE IN FACE-TO-FACE DEGREES

In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required as a requirement to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage. The same criterion will be applicable for hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.

### MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

## Actividades formativas

The methodologies to be used so that the students reach the expected learning outcomes will be the following:

- M1 Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom.
- M3 Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.
- M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.
- M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.



- M8 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M9 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M10 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.
- M11 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M12 Monographic sessions throughout the course, focused on current aspects and applications of the subject.
- M13 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.
- M14 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.
- M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.
- M16 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.
- M17 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.
- M18 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.

## IN-CLASS TRAINING ACTIVITIES

ACTIVITY	RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES	METHODOLOGY	HOURS	ECTS
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## 300401 - Strategic Management and Company Policy - Year 2024/2025

On-campus Class	R7, R8, R9	<p>Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom.</p> <p>Supervised group work sessions led by the teacher.</p> <p>Study of economic-business cases, both real and fictitious.</p> <p>Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.</p> <p>Supervised monographic sessions with shared participation.</p> <p>Application of interdisciplinary knowledge.</p>	20,00	0,80
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## 300401 - Strategic Management and Company Policy - Year 2024/2025

Practical Class	R7, R8, R9, R10	Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment. Application of interdisciplinary knowledge. Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.	20,00	0,80
Seminar	R8, R9	Supervised monographic sessions with shared participation.	6,00	0,24



## 300401 - Strategic Management and Company Policy - Year 2024/2025

Group Project Presentation	R10	Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.	5,00	0,20
Tutoring	R8, R9	Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.	5,00	0,20
Evaluation	R7, R8, R9	Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.	4,00	0,16
<b>TOTAL</b>			<b>60,00</b>	<b>2,40</b>



## TRAINING ACTIVITIES OF AUTONOMOUS WORK

ACTIVITY	RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES	METHODOLOGY	HOURS	ECTS
Group Work	R8, R9	Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.	40,00	1,60
Individual Work	R7, R8, R9	Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.	50,00	2,00
<b>TOTAL</b>			<b>90,00</b>	<b>3,60</b>



## TRAINING ACTIVITIES OF AUTONOMOUS WORK

ACTIVITY	RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES	METHODOLOGY	HOURS	ECTS
Synchronous Virtual Session	R7, R8, R9	Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.	16,00	0,64
Synchronous Virtual Session	Practical R7, R8, R9, R10	Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.	15,00	0,60
Synchronous Videoconference	Virtual Seminar and R8, R9	Monographic sessions throughout the course, focused on current aspects and applications of the subject.	10,00	0,40
In-person Assessment	R7, R8, R9	Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.	4,00	0,16



TOTAL

45,00

1,80





## TRAINING ACTIVITIES OF AUTONOMOUS WORK

ACTIVITY	RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES	METHODOLOGY	HOURS	ECTS
Individual Tutoring	R8, R9	Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.	5,00	0,20
Discussion Forums	R7, R8, R9, R10	Participation and contributions to discussion forums related to the subject, moderated by the course instructor.	10,00	0,40
Continuous Assessment Activities	R7, R8, R9	Problem-solving, comments, reports, to be submitted at deadlines throughout the course.	50,00	2,00
Group Work	R8, R9	Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.	10,00	0,40



Individual Work	R7, R8, R9	Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.	30,00	1,20
<b>TOTAL</b>			<b>105,00</b>	<b>4,20</b>

## Description of contents

Descripción de contenidos necesarios para la adquisición de los resultados de aprendizaje.

### Theoretical content:

Block of content	Contents
Business Strategy. Introduction.	Business Strategy. Introduction.
Corporate Governance and Corporate Social Responsibility.	Corporate Governance and Corporate Social Responsibility.
Analysis of the company's environment	PESTEL Analysis. Five Forces Analysis
Internal analysis of the company.	Resources and Capabilities Analysis
Strategic diagnosis. Formulating the competitive strategy.	Competitive Analysis. Competitive Advantage.
Strategy at the corporate level	Growth Strategy.
Implementation and control. Organizational Design.	Implementation and control. Organizational Design.
Strategy, Innovation and technology.	Strategy, Innovation and technology.



## Temporary organization of learning:

Block of content	Sessions	Hours
Business Strategy. Introduction.	2	4,00
Corporate Governance and Corporate Social Responsibility.	4	8,00
Analysis of the company's environment	4	8,00
Internal analysis of the company.	4	8,00
Strategic diagnosis. Formulating the competitive strategy.	4	8,00
Strategy at the corporate level	4	8,00
Implementation and control. Organizational Design.	6	12,00
Strategy, Innovation and technology.	2	4,00

## References

Navas López, J. E., & Guerras Martín, L. Á. (2016). *Fundamentals of Strategic Management*. Civitas.

Johnson, G., Scholes, K., & Whittington, R. (2009). *Fundamentals of strategy*. Pearson Education.