

27645 - Business Growth Strategies

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	5.0
Year	4
Semester	First semester
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

Program development and achieving the established learning objectives require continued work of the student throughout the course around the following activities:

- Recommended attendance to the sessions

27645 - Business Growth Strategies

- Reading and study of bibliographical material indicated in each subject
- Regular and careful realization of exercises and case studies throughout proposed
- Real company case
- Consultation of doubts and difficulties encountered in the study of different materials

For better use of classes it is recommended that the student conduct a first reading of the bibliographic material of each chapter prior to the explanation in class of the item as well as a more careful reading after the explanation.

5.2.Learning tasks

Basic teaching resources:

- In the theoretical sessions: clear exposures.
- Practical sessions: practical exercises.
- Each student, if possible in a group, will develop a Business Plan of a company

5.3.Syllabus

Chapter 1. The New Economy

1.1. Where are we from?

1.2. Where are we going?

Chapter 2: Analysis of business environment

2.1. The process of drafting the Strategy

2.2. External and Internal Analysis of the Organizations

2.3. Diagnostic Techniques

2.3.1. The value chain

2.3.2. Benchmarking

2.3.3. SWOT analysis

27645 - Business Growth Strategies

Chapter 3: Strategies targeted to Business Model

- 3.1. The value proposition and business model
- 3.2. The cost value proposition
- 3.3. The value proposition focused on differentiation
- 3.4. The value proposition in technology-intensive sectors. Innovation Management

Chapter 4: Organizational Strategies

- 4.1. Growth and development strategies
- 4.2. Vertical Integration
- 4.3. Diversification strategies

Chapter 5: Other growth strategies

- 5.1. The internal and external development
- 5.2. Relational strategies
- 5.3. Globalization and new organizational models

5.4.Course planning and calendar

5.5.Bibliography and recommended resources