

## 27645 - Business Growth Strategies

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	27645 - Business Growth Strategies
<b>Faculty / School</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	5.0
<b>Year</b>	4
<b>Semester</b>	First semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.General information**

#### **1.1.Aims of the course**

#### **1.2.Context and importance of this course in the degree**

#### **1.3.Recommendations to take this course**

### **2.Learning goals**

#### **2.1.Competences**

#### **2.2.Learning goals**

#### **2.3.Importance of learning goals**

### **3.Assessment (1st and 2nd call)**

#### **3.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **4.Methodology, learning tasks, syllabus and resources**

#### **4.1.Methodological overview**

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks which require the continuous work of the student throughout the course around the following activities:

- Recommended attendance to the sessions
- Reading and study of bibliographical material indicated in each topic
- 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

Further information regarding the course will be provided on the first day of class. For better use of classes it is

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recommended that the student conduct a first reading of the bibliographic material of each topic prior to the explanation in class of the item as well as a more careful reading after the explanation.

### 4.2. Learning tasks

The course includes the following learning tasks:

- Lectures. Theoretical explanations.
- Practice sessions. Practical exercises.
- Assignment. Each student, if possible in a group, will develop a Business Plan of a company.

### 4.3. Syllabus

The course will address the following topics:

- Topic 1. The New Economy
  - o 1.1. Where are we from?
  - o 1.2. Where are we going?
- Topic 2. Analysis of business environment
  - o 2.1. The process of drafting the Strategy
  - o 2.2. External and Internal Analysis of the Organizations
  - o 2.3. Diagnostic Techniques
    - 2.3.1. The value chain
    - 2.3.2. Benchmarking
    - 2.3.3. SWOT analysis
- Topic 3. Strategies targeted to Business Model
  - o 3.1. The value proposition and business model
  - o 3.2. The cost value proposition
  - o 3.3. The value proposition focused on differentiation
  - o 3.4. The value proposition in technology-intensive sectors. Innovation Management
- Topic 4. Organizational Strategies
  - o 4.1. Growth and development strategies
  - o 4.2. Vertical Integration
  - o 4.3. Diversification strategies
- Topic 5. Other growth strategies
  - o 5.1. The internal and external development
  - o 5.2. Relational strategies
  - o 5.3. Globalization and new organizational models

### 4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

### 4.5. Bibliography and recommended resources