

30627 - Company Policy

Syllabus Information

Academic year: 2024/25

Subject: 30627 - Company Policy

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 432 - Joint Law - Business Administration and Management Programme

ECTS: 6.0

Year: 6

Semester: First semester

Subject type: Compulsory

Module:

1. General information

The main goal of this subject is for the student to learn why some companies obtain results superior to their competitors and achieve sustained competitive advantages over time. The ultimate goal is to convey the importance of continually adapting strategy to preserve potential competitive advantages, recognizing the company's ability to influence the changes that are continually taking place in the environment, not to mention the threat posed by rivals or potential entrants within a given industry.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of the United Nations (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of the goals:

- GOAL 04: QUALITY EDUCATION.
- GOAL 08: DECENT WORK AND ECONOMIC GROWTH.

2. Learning results

By taking and passing the course, students will be able to:

- Characterise and analyse the strategic positioning of a company within the industry by using simple economic concepts to identify the conditions necessary for competitive advantage in a market.}
- Understand the concept of competitive advantage and its link to value creation which, in turn, is shaped by the way companies position themselves to compete in an industry.
- Interpret the economic and organisational logic of two broad alternative approaches to positioning: cost leadership and differentiation; and their implications for broad and narrow (concentration) targeting strategies.
- Apply the set of tools and techniques that allow analyzing and evaluating the company's positioning in terms of costs and/or differentiation with respect to its rivals.
- Be aware of threats to profit sustainability and learn how companies can protect themselves against these threats.
- Understand the dual effect of innovation on the economy, being a long-term threat to the profitability of successful firms and entire industries, as well as a source of new firms and industries and a source of new sources of competitive advantage.
- Learn the basic concepts of competitive analysis, such as competitor identification, market definition and the four different forms in which firms compete: perfect competition, monopoly, monopolistic competition and oligopoly.
- Understanding why firms compete as they do and conceiving price competition as a dynamic process: the decisions a firm makes at a given time affect how competitors, and the firm itself, will behave in the future.

3. Syllabus

PART 1: COMPETITIVE STRATEGIES

Unit 1: Value creation and the fragility of competitive advantages

Unit 2: Value creation in platform business models

Unit 3: Innovation management

PART 2: CORPORATE STRATEGIES

Unit 4: Vertical integration and diversification

Unit 5: Strategic alliances, mergers and acquisitions

Unit 6: Internationalization strategy

PART 3: IMPLEMENTATION AND CONTROL OF STRATEGY

Unit 7: Implementation and control of strategy

4. Academic activities

- Theoretical classes: Active lectures will be used, mainly to present the theoretical contents of the subject.
- Practical Classes: They are the appropriate complement to the theoretical classes. They offer the student the possibility of applying the main solution techniques developed in the units of the program and are based on examples that illustrate the reality of the problems theoretically presented.
- Individualized teaching through tutorials: They allow the clarification of any doubts that the student may have and enable a more detailed dialogue on the different aspects of the subject.

Master classes: 30 hours

Practical classes: 30 hours

Personal Study: 88 hours

Assessment tests. 2h

6 ECTS = 150 hours

In principle, the teaching methodology and its assessment is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

The student may pass the subject in either of the two established examination periods. In both examination periods, the student can choose between two evaluation systems: (1) the global evaluation system or (2) the mixed evaluation system.

In the global evaluation system, the student must take the final exam (which will be held on the official date set by the faculty). The student's grade for the subject will be determined by the score obtained in the exam, and a minimum score of 5 out of 10 is required to pass the subject.

In the mixed evaluation system, the student can combine the grade obtained in the final exam with the grades obtained in the assessable activities carried out throughout the course. To be eligible for this system, attendance to class is required. Specifically, in this mixed system, the final grade for the subject is distributed as follows:

- Solving exercises (10% of the grade). The student must attend the weekly sessions in which the exercises are solved and show a participative attitude in these sessions. The teaching staff may request the submission of the solved exercises, giving sufficient notice. In any case, the number of submissions requested throughout the course shall not exceed five.
- Solving practical cases (30% of the grade). The student must attend the weekly practical sessions in which the cases are solved and actively participate in the classroom discussions. The teaching staff may request the submission of some activity related to the case solved during the session. In that case, enough time will be given to complete that activity in the classroom. It is strongly recommended to read the cases before attending the practical sessions.
- Final exam (60% of the grade). The student must take the final exam (which will be held on the official date set by the faculty) and obtain a minimum score of 4 out of 10 to pass the subject.

In the mixed evaluation system, the highest grade will always prevail. Therefore, if the grade obtained in the exam is higher than the grade resulting from applying the percentages of each part of the mixed evaluation system, the final grade will be determined solely by the exam grade.

The detection of plagiarism or copying in any assessable activity will result in a grade of 0 points for that activity.

6. Sustainable Development Goals

4 - Quality Education

8 - Decent Work and Economic Growth