

61768 - Strategy and firm value

Syllabus Information

Academic year: 2024/25

Subject: 61768 - Strategy and firm value

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

The subject has the following objectives:

To complete the academic training of graduates.

To acquire advanced and specialized knowledge on matters related to organizational management.

To encourage a critical attitude.

To know the main lines of research in the field of business valuation.

To manage relevant information and use the appropriate methodology to analyse business decisions from a value creation perspective.

2. Learning results

Upon completion of this subject, the student will be able to:

Know business valuation models, the relationship between value and the strategies designed and their consequences and results.

3. Syllabus

1.- Classical business valuation models.

2.- Portfolio management.

3.- Strategy, structure and value of the companies.

4.- Valuation in the new economy. Real options.

5.- Perfect competition model.

6.- Wealth creation in the neoclassical business model.

7.- Natural monopoly.

8.- Existence of intangible assets and extraordinary income and valuation of the company.

9.- Tools and KPIs for analysis and valuation of companies in practice. Real cases.

4. Academic activities

The subject will include lectures, presentations and practical classes. The methodology of the subject is a combination of lectures by the teachers on the basic aspects of the topics to be covered and of comments and problem solving by the students.

Students must prepare these tasks individually in advance of the presentations in the classroom. This will account for 30 hours. It is estimated that the student's personal work, tutorials and attendance to eventual seminars will account for 45 hours.

5. Assessment system

1.- The continuous assessment option will consist of the written and classroom presentation of comments on readings and the solution of problems proposed in the sessions of the subject. These activities will account for 50% of the final grade. The student must also submit a final written paper. This final paper will account for 50% of the final grade. A minimum grade of 5 out of 10 is required to pass the subject.

2.- The student will be entitled to write the final exam of the subject, in which they must answer theoretical questions on the topics of the program and solve problems and/or comment cases. A minimum grade of 5 is required to pass the subject.

3.- Students who have not passed the subject in the first call will be entitled to a SECOND CALL to take a new global test.

Assessment criteria:

In both assessment systems the applicable criteria will be based on the following aspects:

Formal presentation of the work: clarity, style and format.

Ability to relate to the contents of the theoretical sessions.

Systematization, argumentative logic and critical assessment of the texts.

6. Sustainable Development Goals

1 - End of Poverty

8 - Decent Work and Economic Growth

9 - Industry, Innovation and Infrastructure