

66214 - Economics and Industrial Organization

Syllabus Information

Academic year: 2024/25

Subject: 66214 - Economics and Industrial Organization

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura

Degree: 531 - Master's in Chemical Engineering

ECTS: 6.0

Year: 1

Semester: First semester

Subject type: Compulsory

Module:

1. General information

This subject aims to provide elemental knowledge about the design, implementation and control of the business strategy, i.e. strategical management. In the last decades, business strategic management has become the dominant paradigm regarding how to understand the development of business activity in the current difficult environment.

2. Learning results

- To identify and adequately manage some indicators that approximate the creation of value in the company and the role that strategy plays in this process.
- To assess the profit potential offered by a given industrial sector based on the analysis of a series of basic dimensions.
- To diagnose the internal reality of the company, detecting both its weaknesses and strengths and identifying those resources and capabilities that can be the source of a sustainable competitive advantage.
- To know how to explain what the basic generic strategies consist of, identifying their sources and describing how value is generated from their execution.
- To identify the main corporate growth strategies, know their main characteristics and be able to formulate a corporate strategy that takes into account the specific circumstances of the company.
- To develop managerial competencies and skills to manage and operate companies efficiently, with the highest profits and at the lowest cost, without forgetting the economic and social context in which they operate.
- To understand the social reality of the company: identifying the main stakeholders, their motivations and how they influence business decisions.
- To produce productivity indicator tables and develop learning and integral improvement systems in the organization.
- To make strategic and economic decisions on internalization or outsourcing of the company's production and logistics activities.
- To establish sales prices for the company's products and services in the market and analyse the company's profitability threshold and cost-volume-profit sensitivity studies.
- To design and implement innovation and technological development strategies in organizations, technological surveillance systems to defend against competitors and take advantage of business opportunities in the market.
- To know how to evaluate, select and manage the most appropriate R&D&I proposals in accordance with the technological innovation strategy. In particular, to know the factors of success and failure in the development and adoption of product and process innovations in organizations.
- To establish and manage technological cooperation agreements with other economic agents (companies and research centres) and know how to use available external funding sources.

3. Syllabus

INTRODUCTION

Topic 1. The nature of strategic management

PART I. STRATEGIC ANALYSIS

Topic 2. Company targets and values

Topic 3. Analysis of the environment

Topic 4. Internal analysis

PART II. FORMULATION OF STRATEGIES

Topic 5. Strategies and competitive advantages

Topic 6. Innovation: management and strategy

Topic 7. Management and development method.

Topic 8. Internationalization strategy

PART III. STRATEGY IMPLEMENTATION

Topic 9. Evaluation and implementation of strategies

4. Academic activities

Lectures with the teacher where the subject's topics will be explained (30 hours)

Practical classes with the teacher in which problems, text commentaries and case studies will be solved (30 hours)

Group tutored practical work based on the contents of the subject. It will consist of the analysis of a company and its strategy (24 hours)

Effective individual self-study by students (60 hours)

Assessment tests: exercises designed to assess the achievement of the learning results (6 hours)

5. Assessment system

1.- **Group tutored work** [30% of the grade]

Students will carry out a practical group work in which a company and its strategy are analysed. There will be intermediate control tests.

2.- **Case solving and oral discussion activities** [20% of the grade]

Activities related to the solving of cases, presentation of works, defence of arguments, performance of exercises or discussion of aspects of the subject orally. These activities may be evaluated as part of the grade by alternative evaluation, or as voluntary work that will be graded as a bonus to the grade. Such activities may have deadlines.

3.- **Group tutored work** [50% of the grade]

At the end of the teaching period, there will be a global written test of the subject. In order to be eligible for this evaluation test, the student must have completed activities 1 and 2.

Alternatively, for students who cannot follow the subject continuously (and, therefore, cannot perform activities 1 and 2), the possibility of taking an extended written global test will be offered, for 100% of the final grade.

6. Sustainable Development Goals

8 - Decent Work and Economic Growth

9 - Industry, Innovation and Infrastructure