

Estudio Propio: **FORMACIÓN EN CULTURA Y NEGOCIOS EN ESPAÑA**

Código Plan de Estudios: **EP67**

Año Académico: **2021-2022**

ESTRUCTURA GENERAL DEL PLAN DE ESTUDIOS:							
CURSO	Obligatorios		Optativos		Prácticas Externas	TFM/Memoria/Proyecto	Créditos Totales
	Créditos	Nº Asignaturas	Créditos	Nº Asignaturas	Créditos	Créditos	
1º	6	1					6
2º							
3º							
ECTS TOTALES	6	1					6

PROGRAMA TEMÁTICO:				
ASIGNATURAS OBLIGATORIAS				
Código Asignatura	Curso	Denominación	Carácter OB/OP	Créditos
706386	1	BUSINESS STRATEGY AND POLICY	OB	6

Carácter: OB - Obligatoria; OP – Optativa

GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación en Cultura y Negocios en España (EP67)	
Nombre de la asignatura	BUSINESS STRATEGY AND POLICY	
Carácter (Obligatoria/Optativa)	Obligatoria	
Créditos (1 ECTS=25 horas)	6	
Modalidad (elegir una opción)	x	Presencial
		Semipresencial
		On-line
Profesor responsable	Francisco Manuel Sáez de Adana Herrero / Ana Bolino	
Idioma en el que se imparte	inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

Ana Bolino y Francisco Manuel Sáez de Adana Herrero

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor	60
Número de horas de trabajo personal del estudiante	90
Total horas	150

CONTENIDOS (Temario)

Course Description and Objectives. Business Strategy and Policy is a capstone course that is intended to integrate the concepts, theories, and techniques acquired from previous functional areas that you have already studied. The course content centers on the idea that a business may achieve sustained competitive advantage when managers use a timely, well-crafted, and successfully-implemented strategy to reach the company's goals. As such, the course is designed to build the student's understanding of the issues and challenges managers face in today's environment, with a particular focus on strategy formulation and implementation.

The course involves a holistic perspective that requires the use of various tools and skills. It is intended to help you both review and integrate management concepts presented in the other business classes. As a result, this course entails a cumulative learning process during which you will be required to draw upon analytical techniques you have already learned in such classes as accounting, finance, and marketing, while new concepts will be introduced as the semester progresses. Therefore, the goal of this class is to enhance your analytical thinking by allowing you to assume the role of managers facing various problems and to discuss the types of issues that you will be confronting as real managers.

EVALUACIÓN

Exams. There will be two exams that may consist of multiple choice, short answer, and essay questions. The exams will cover material from the lectures, cases, and readings.

BIBLIOGRAFÍA

Required class materials. You can access/download the readings (articles), lecture slides, and handouts on Canvas. You are responsible for reading these articles before the start of the class. The slides are just a guideline for the lecture that day; therefore, you should take notes to fill in the gaps. A packet of cases is available from Harvard Business Review <https://hbsp.harvard.edu/import/538700> you need to purchase these cases and read them to prepare for class discussion.

<http://www.bolsamadrid.es/esp/bolsamadrid/cursos/dicc/t.asp>

<http://www.foreignword.com/cgi-bin/business.pl?lengua=espeng&termbox=presupuestario>

<http://www.wordreference.com/es/en/translation.asp?spen=&v=b>

POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

En caso de no poder acabar la docencia de forma presencial, el curso se terminaría online a través de la plataforma Blackboard Collaborate.