



COURSE DATA

DATA SUBJECT

Code: 35936
Name: General and strategic management
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1315 - Degree in Finance and Accounting	Facultat d'Economia	2	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1315 - Degree in Finance and Accounting	Business organisation	COMPULSORY

COORDINATION

ESCRIBA CARDA NAIARA

SUMMARY

General Management and Business Strategy is a mandatory training course, taught during the first half of the second year of the Degree in Finance and Accounting. It is attached to the Area of Management and has a total of 6 ECTS credits (3 theory and 3 practical).

To meet the requirements of the grade, we propose a program that provides students with the basic knowledge necessary for the study of current approaches to the management of the Company, applying a global and inclusive approach to the analysis and strategic business decisions.

To apply this system in practice address the student must begin the process of taking in strategy formulation and strategic analysis models, then understanding the factors and elements that may facilitate or impede the proper implementation or implementation of these strategies. This applied to the field of corporate finance and accounting.

After completing this course the student will be able to understand the phenomenon of differences in business performance of companies in the same context.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

Fundamentals of Business Management

COMPETENCES / LEARNING OUTCOMES

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Conocer los aspectos básicos sobre el análisis y diseño de las decisiones estratégicas de la empresa.

Conocer los aspectos clave de la puesta en marcha de la estrategia.

Conocer y comprender los distintos niveles de formulación e implementación de la estrategia empresarial así como el papel de la función financiera en dichos procesos.

Conocimiento del entorno económico español, europeo e internacional, los sectores productivos y el funcionamiento de las instituciones.

DESCRIPTION OF CONTENTS

1. Introduction of strategic proces

- 1.1. Origin of strategic management and strategic approach
- 1.2. Strategy: definition and levels
- 1.3. The process of strategic management

2. Strategic Purpose

- 2.1. Mission, vision, values and objectives
- 2.2. Stakeholders and power map.
- 2.3. Corporate Governance
- 2.4. Business ethics and Corporate social responsibility.

3. External analysis

- 3.1. Advanced elements of environmental analysis: general and competitive
- 3.2. Intra sectorial analysis: strategic groups
- 3.3. Technical analysis of the environment: foresight and scenario method



4. Internal analysis

- 4.1. Resources, capabilities and competitive advantage
- 4.2. Internal methods of analysis
- 4.3. Integration of internal and external analysis: SWOT analysis

5. Strategic options (I): corporatives strategies

- 5.1. Strategy Design Framework
- 5.2. Decisions regarding the scope of activity
- 5.3. Business matrix: BCG
- 5.4. Decisions regarding development patterns

6. Strategic options (II): competitives strategies

- 6.1. Generic strategies: cost leadership, differetiation and niche.
- 6.2. The strategy clock model: contributions and limitations.
- 6.3. Strategic business units.

7. Evaluation and selection of strategies

- 7.1. Criteria for evaluation of strategic alternatives
- 7.2. Analysis of the suitability and screening of options
- 7.3. Analysis of the acceptability and feasibility

8. Systems implementation: planning and information systems

- 8.1. Implementation decisions
- 8.2. Objectives, strategy and planning
- 8.3. The control process
- 8.4. Plannning and control systems

9. Organization Design

- 9.1. Organizational design and its relationship to strategy
- 9.2. Types of organizational structures

WORKLOAD

PRESENCIAL ACTIVITIES



Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	30,00
Independent study and work	20,00
Preparation of lessons	15,00
Preparation for assessment activities	10,00
Resolution of case studies	15,00
Total hours	90,00

TEACHING METHODOLOGY

In the teaching-learning General Management and Strategy of the Company will use different teaching methods. On the one hand, continue to use expository didactic forms for the case of lectures, although teachers used other methods, didactic forms of participation-seeking student involvement in the teaching-learning process. This second type of methods favour the linkage between teacher and student and among students themselves, and are suitable for the development of generic competencies. The methodology is as follows:

- 1) Lectures: will make use mainly of lectures to present course content specified above. Furthermore, as students will have a more active role in teaching-learning process and they should facilitate autonomy in this process for each topic will have a guiding framework that will enable them, through a literature search, building their own study materials. The aim is to develop the following generic skills: analysis and synthesis of information, critical ability, and ability to learn and work independently.
- 2) Practical sessions can implement the knowledge acquired in the lectures and demonstrate the ability to work in group and interpersonal communication skills. It is further intended that these sessions help to improve the capacity for organization and planning of student work. Normally, the development of practical classes as the fundamental method used the case method. Also make use of other teachers, and the analysis and discussion of readings in class.

In compliance with article 6.9 of the UV Evaluation and Qualification Regulations, attendance at practical classes is mandatory. Attendance requirements will be met if the student has attended a minimum of 80% of the hours of the sessions and has adequately justified the inability to attend the remaining sessions due to the occurrence of a force majeure.

EVALUATION



FIRST CALL

The subject of General Management and Strategy of the Company will be assessed from a consideration of the following:

Synthesis test (60% of the final grade). The main function of synthesis tests (test) to evaluate the achievement of training objectives. The written tests can combine both objective evidence test as evidence of restricted test. In any case, questions may concern both theoretical and practical content. Preferably questions will require the student to relate different concepts of matter. The test will be on the official date that the Faculty of Economics to enable this within the current academic calendar. Prerequisite will get five out of ten in the written test in order to add the continuing evaluation that arises below.

Continuous assessment (40% of final mark). This section will assess the student's progress in acquiring skills or specific skills, generic skills and social skills proposed in this syllabus. The teacher will provide regular feedback, both individually and in groups, the progress made by students,. The teacher, along the course, students will ask the delivery (both theoretical and practical sessions) of case studies and / or partial testing to be performed to evaluate individual and / or group. Also assess participation in various activities proposed by the teacher such as analysis and discussion of readings or videos or, if applicable, attendance at conferences or seminars.

This part of the evaluation is obtained from the following components:• Continuous evaluation - attendance and par

The final grade of the student will be the result of the weighted sum of the notes obtained in the synthesis exam and in the continuous assessment, provided that each part has been exceeded, and they can not be compensated among them. In the case of not exceeding the two, the maximum grade in the minutes will be 4.5.

SECOND CALL

When the student fails the synthesis test on first call and has passed the part of the continuous evaluation, they will On second call, the marks of the non-recoverable continuous assessment activities will be maintained.

When the student fails in the first call of the continuous evaluation, he/she will have to take an additional test that will correspond to the evaluation of the recoverable part of the continuous evaluation.

According to article 28 of the UV Language Usage Regulations: "The statements of the exams and exercises must be presented in the language in which the subject has been officially offered".

REFERENCES

- Johnson, G., Scholes, K. y Whittington, R. (2006): Dirección Estratégica, Prentice Hall, Madrid, 7ª



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- Johnson, G. Scholes, K. i Wittington, R. (2011): Exploring Strategy, Pearson, 9th edition
- Gómez-Mejía, L. R., Balkin, D. B., y Cardy, R. L. (2008): Gestión de Recursos Humanos, Prentice Hall, Madrid.
- Grant, R. (2006): Dirección Estratégica. Conceptos, Técnicas y Aplicaciones, Thomson - Civitas, 5ª edición (3ª en Civitas).
- Guerras, L.A. y Navas, J.E. (2022): La Dirección Estratégica de la Empresa. Teoría y Aplicaciones, Thompson-Cívitas, Madrid, 5ª edición.
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- Laudon, K.C. y Laudon, J.P. (2004), Sistemas de Información Gerencial. Prentice Hall, México.
- Robbins, Decenzo & Coulter (2013): Fundamentals of Management, Pearson, 13 th Edition.
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