

**COURSE DATA****DATA SUBJECT**

Code: 36155
Name: Business strategies
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1316 - Degree in Economics	Facultat d'Economia	4	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1316 - Degree in Economics	Pathway: industrial and business economics	ELECTIVES

COORDINATION

IBORRA JUAN MARIA

SUMMARY

The subject Business Strategies is framed within the framework of Strategic Management, focusing on the development of the Strategy Design and Selection phase, through the study of the strategic options available to companies and their selection according to the context. It focuses on the development and application of advanced models of analysis, design and evaluation of strategies at the competitive and corporate level. On the one hand, on potential business models and strategies at the competitive level. On the other hand, at the corporate level through the analysis of survival and growth strategies: diversification, internationalization, strategic alliances and mergers and acquisitions.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

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

OTHER REQUIREMENTS

It is recommended to have previously taken and passed the subject of Strategic Management



COMPETENCES / LEARNING OUTCOMES

-

Be able to collect and analyse information.

Be able to learn autonomously.

Be able to prepare and defend an economic report.

Be able to use English in a professional environment.

Be able to use ICTs.

Be able to work in a team (including interdisciplinary teams).

Have decision-making skills and be able to apply knowledge to practice.

Have oral and written communication skills in the native language.

Know how to analyse and design the strategic decisions of the company and their consequences.

Know how to analyse and interpret the economic and financial information of companies.

Show critical thinking skills.

Show ethical commitment and social responsibility at work, respect the environment and human rights and promote equality between men and women and the culture of peace.

DESCRIPTION OF CONTENTS

1. Topic 1 - Introduction to Strategy

2. Topic 2 - Corporate Strategy. Definition of the Arenas and stages. Diversification

3. Topic 3 - Corporate Strategy. Definition of the Arenas and stages. Internationalization



4. Topic 4 - Corporate Strategy. Definition of Vehicles.

5. Topic 5 - Corporate Strategy. Survival and Restructuration

6. Topic 6 - Competitive or Business Strategy. Definition of differentiators and economic logic.

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	5,00
Individual or group project	40,00
Independent study and work	20,00
Preparation of lessons	20,00
Preparation for assessment activities	0,00
Resolution of case studies	5,00
Total hours	90,00

TEACHING METHODOLOGY

In order to achieve the proposed objectives, the teaching-learning process of the subject will be based on participatory lecture methods, self-guided work from various materials, case studies and preparation of reports and case studies. These methodologies seek to develop the established generic and specific competencies.

Theoretical classes: They will combine (1) the topicality of the issues addressed through the analysis and discussion of news related to the strategic choices of companies, (2) with the reading and critical analysis of academic articles that extend some aspect of the issues addressed and allow to deepen some of the key issues related to the subject and (3) with the participatory master class in which the teacher, in each session, will provide an overview of the subject, and will expose and reinforce the key aspects and the most complex concepts.



Practical classes: Their objective is the practical application of the concepts and techniques introduced in the theory, through the resolution of cases by means of team work. The resolution of cases allows for an introduction to the problems of business strategies, reflecting the complexity and uncertainty of business reality and strategic decisions. In addition, the practical sessions help to develop the ability to work in groups, interpersonal communication skills and the ability to organize and plan work. In addition, the practical classes provide orientation and guidance for the final monographic work of an individual nature.

EVALUATION

The course will be evaluated based on the consideration of the following aspects:

Theory. The theoretical content of the subject will include all the knowledge imparted in the theoretical classes and those collected in the compulsory bibliography and complementary materials defined by the professor for each subject. The theory of the subject can be evaluated by two procedures:

- Through a final written exam of the whole subject from the course material, both theory and practical sessions and cases studied.
- Through participation in the theoretical classes, through leadership in the presentation of current news, participation in debates and overcoming the exercises that are raised during the theory sessions.
- The grade obtained by any of these two procedures will represent 100% of the grade of the theoretical part of the course. In any of them, it is necessary to achieve a grade higher than 5 (out of 10) to pass the course.

Practicals

- The practical part of the subject will be graded based on the continuous evaluation of the participation and follow-up of the practical classes, the formal presentation of the cases and case reports assigned by the professor, either individually or in groups, and the completion of a directed monographic work.
- Attendance to the practical classes will be mandatory in compliance with article 6.9 of the UV evaluation and grading regulations. The student must attend a minimum of 85% of the scheduled hours, having to adequately justify the impossibility of attending the sessions in which he/she is absent for reasons of force majeure in the 15 days following the absence.
- The practical activities are not recoverable in examination in the first call, since they try to develop and evaluate the capacities that need the presence and continuous work of the student during a four-month period.

Overall evaluation of the course



The final grade of the course will be the weighted arithmetic average of the grades obtained in the different evaluation criteria:

- Final grade of the theoretical part 40% of the final grade
- Final grade of the continuous evaluation of practical classes 40%.
- Final grade of the academically directed work 20%.

In second call the student will be able to pass the course if he/she obtains a final grade equal or higher than 5 in a final exam that will include all the theoretical and practical content.

REFERENCES

When developing the different topics of the program, complementary and specific references will be provided according to the different contents.

- Guerras y Navas, E. (2022): Dirección Estratégica de la empresa. https://trobes.uv.es/permalink/34CVA_UV/um6gse/alma991009612190806258
- Johnson, Whittington, Scholes, Angwin & Regner (2017): Exploring strategy. https://trobes.uv.es/permalink/34CVA_UV/1093lvi/cdi_proquest_ebookcentralchapters_6399832_11_29 .
- Johnson, Whittington, Scholes (2014) Dirección estratégica. https://trobes.uv.es/permalink/34CVA_UV/1093lvi/cdi_elibro_books_ELB45341
- Barney, J.B. & Hesterley, W.S. (2019). Strategic Management and Competitive Advantage: Concepts. Pearson.