COURSE DATA

DATA SUBJECT

Code: 36499
Name: Strategic Business Management
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	Dirección Estratégica	BASIC

COORDINATION

MARTINEZ FUENTES CLARA

SUMMARY

The aim of this course is that students are able to understand and use business intelligence and analytics in the process of strategic management. This requires understanding all the components of a company: operations, finance, economics, accounting, marketing, etc., in order to have a comprehensive view of all functional areas and identify those that can be improved through the implementation of different technological tools for transforming data into useful information in the decision-making process of an individual, company or organisation.

The implementation of business intelligence and analytics techniques implies a change in the organisational culture in which information is now valued. It is important that information is recognized, in all areas and levels of the company, as an asset that can trigger competitive advantages and generate knowledge that is necessary and enriching for decision making.

Knowing the process of formulation and implementation of the business strategy will allow the future expert in business intelligence and analytics to know the information needs of decision makers, from high-level executives to those in other management positions, and to produce reports that facilitate the interpretation of information generated inside or outside the company. The aim is to facilitate decision making by offering key indicators for the company's organisation and performance, presented in the form

of alerts, graphs, tables, etc., and thus contribute to the difficult task of simplifying the decision-making process.

Therefore, within the framework of an increasingly competitive and challenging business environment, companies need to find solutions and systems to generate competitive advantages from the collection, analysis and transformation of data into strategic decisions that allow them to design successful plans and properly manage the different areas and departments

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

No previous knowledge of the subject is required.

COMPETENCES / LEARNING OUTCOMES

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Be able to analyse and search for information from diverse sources.

Be able to define, solve and present complex problems systemically.

Be able to learn autonomously.

Be able to plan, organise, monitor and evaluate the implementation of business strategies.

Be able to solve problems and to communicate and spread knowledge, skills and abilities, taking account of the ethical, egalitarian and professional responsibility of the activity of business intelligence and analytics.

Be able to use ICT, both in academia and in professional practice.

Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.

Demonstrate skills for analysis and synthesis.

Reach strategic diagnoses in complex and uncertain environments using appropriate methodologies.

Set goals and design strategies in digital companies taking account of the implications and needs deriving from them.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must have developed the learning skills needed to undertake further study with a high degree of

autonomy.

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

Understand and evaluate the characteristics and usefulness of the different corporate and competitive strategies of digital companies.

Understand the impact of economic, political-legal, socio-cultural, technological and environmental variables on business activity.

Understand the systemic nature of the digital company.

DESCRIPTION OF CONTENTS

1. Business fundamentals

1.1. Concept of company and entrepreneur
1.2. Organisation of the company
1.3. Objective and design of the target system

2. Basic functions of the company

2.1. Production
2.2. Logistics
2.3. Marketing
2.4. HHRR
2.5. Investment-financing
2.6. R&D&I

3. Information systems to support decision-making

3.1. Decision making and stakeholders
3.2. Information systems
3.3. Business Intelligence and Business Analytics

4. Introduction to the strategic process

4.1. The strategy
4.2. The process of strategic direction

5. Strategic diagnosis

5.1. External analysis
5.2. Internal analysis
5.3. SWOT and CAME

6. Strategy design

6.1. Competitive strategies
6.2. Corporate strategies
6.2.1. Direction of development
6.2.2. Method of development

7. Evaluation and selection of strategies

7.1. Convenience
7.2. Feasibility
7.3 Acceptability

8. Planning and control

8.1. Strategic planning
8.2. Strategic control (balanced scorecard)
8.3. Planning and control systems
8.4. Organisational support

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Computer classroom practice	30,00
Total hours	**60,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	10,00
Individual or group project	30,00
Independent study and work	10,00

Preparation of lessons	20,00
Preparation for assessment activities	20,00
Resolution of case studies	0,00
Total hours	**90,00**

TEACHING METHODOLOGY

The course will be delivered through a combination of theoretical and practical sessions. Conceptual content will be introduced progressively and immediately reinforced through the completion of related practical activities and exercises. In this way, students will be able to assimilate theoretical foundations while applying them to concrete situations, thus fostering an active and meaningful learning process.

EVALUATION

The course will be assessed on the basis of the following aspects:

Theory - Final exam (60% of the final mark). Written test that can combine both objective questions (test) and restricted essay questions. This test will take place on the dates determined by the centre for the assessment (first and second official exam dates). Passing the exam is necessary to add the marks of the continuous assessment.

Continuous assessment (40% of the final mark). Throughout the course, students will be asked to submit a variety of practical cases. These activities, designed to be presented or discussed in class, will be non-recoverable. In the theoretical and practical classes, the activities proposed by the teachers will be worked on, either individually or in groups.

Business cases: up to 2.75 points can be obtained.
Use of Microsoft Power BI: up to 1.25 points can be obtained.

In compliance with article 6.9 of the UV Assessment and Grading Regulations, practical classes are compulsory. Students will be considered to have complied with attendance if they have attended a minimum of 80% of the hours of these sessions and if they have adequately justified the impossibility of attending the remaining sessions due to force majeure within 15 days of the absence.
In the event that a student is unable to attend the practical classes, he/she will contact the lecturer responsible to determine the way in which these will be handed in and assessed for both the first and second sittings.
If a student does not wish, voluntarily, to participate in the continuous assessment activities, he/she will request it in writing, renouncing to the points that the part he/she renounces gives him/her.
Students who, at the beginning of the course, foresee a difficulty in attending the practical sessions normally will have to contact the professor before October 5th in order to find a possible solution. In the event that the difficulty or impossibility to attend class occurs once the course has started, students must inform the teacher as soon as possible and always before the date of the next practical session.

Intellectual honesty is a core value in academic communities and essential for the fair assessment of students' work. Furthermore, it should be taken into account that the use of AI has limitations such as the following:

- If low-effort prompts are provided, the results obtained will be of low quality. Achieving good results requires effort.

- Artificial intelligence is not a magic solution to all problems, nor is it infallible. It may exhibit bias and is capable of producing errors. Furthermore, as it draws upon a wide range of sources¿many of which may lack reliability¿it may not correspond precisely to the material covered in class. You are, therefore, responsible for any inaccuracies or omissions that may arise from its use.

REFERENCES

- Guerras, L.A. y Navas, J.E. (2015): La Dirección Estratégica de la Empresa. Teoría y Aplicaciones, Thompson-Cívitas, Madrid, 5ª edición

- Thomson. Laudon, K.C. y Laudon, J.P. (2012). Sistemas de información gerencial. Prentice Hall, 12ª edición