



COURSE DATA

DATA SUBJECT

Code: 43726

Name: Strategies of international companies

Cycle: Master's Degree

ECTS Credits: 6

Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2166 - Master's Degree in Economic Globalisation: International Trade Management	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2166 - Master's Degree in Economic Globalisation: International Trade Management	Business strategy	COMPULSORY

COORDINATION

SAFON CANO VICENTE

SUMMARY

The general objective of the subject is to introduce and familiarise students with the knowledge necessary to define the strategic options to be used by the company within the framework of Strategic Management and in the current socio-economic environment, in which turbulence and globalisation have become characteristic features. In addition, the student must understand the concepts that are at the basis of this subject, as well as the decisions related to these options in the current business reality.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES



2166 - Master's Degree in Economic Globalisation: International Trade Management

Articular de forma sòlida arguments crítics con las posiciones defendidas por los compañeros de actividad o los posibles socios en los negocios, a la par que desarrollar la autocrítica respecto a los propios posicionamientos.

Asumir responsabilidades técnicas y directivas en el organigrama de una empresa con proyección internacional, así como en la estructura de organismos públicos cuyo objeto es apoyar la internacionalización de las empresas.

Desarrollar la capacidad de trabajar en equipo, respondiendo a situaciones problemáticas de manera colectiva.

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Desarrollar las capacidades de análisis y síntesis precisas para abordar problemas complejos.

Desarrollar un conocimiento suficiente y un empleo efectivo de las fuentes estadísticas y documentales necesarias para sustentar las propuestas efectuadas.

Diseñar programas de adaptación de las prácticas de negocio a países distintos del propio.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con el comercio internacional y la integración económica

Seleccionar y gestionar las vías de acceso a los mercados exteriores, y establecer los mecanismos de control pertinentes sobre la estrategia de internacionalización elegida.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS



1. Topic 1. Designing Business Strategy
 1. Strategic Management and Business Strategy
 2. Strategy design framework.
 3. Strategy evaluation
2. Topic 2. Survival strategies.
 1. Concept of crisis.
 2. Types, degree and indicators of crisis.
 3. Survival and abandonment strategies.
 4. The turnaround process.
3. Topic 3. Specialisation vs. strategic diversification
 1. Specialisation vs. Diversification
 2. The specialisation strategy
 3. The diversification strategy
4. Topic 4. Internationalisation
 1. Decision on the geographic scope of action
 2. The internationalisation strategy
 3. Modalities and process of internationalisation
 4. Types of international strategies
5. Topic 5. Modalities of Strategic Development
 1. Decision on the modality of development
 2. Mergers and acquisitions
 3. Strategic alliances
6. Topic 6. Competitive Strategies
 1. Competitive argument and competitive advantage
 2. Generic competitive strategies
 3. The Strategy Clock model

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	6,00
Theory	40,00
Other activities	4,00
Group work	10,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

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



TEACHING METHODOLOGY

The development of this subject is a semester course, taught in a weekly session. In the first part of the session (50% of the time), the lecturer will develop the main theoretical concepts included in the analytical programme detailed in this teaching guide using the lecture model. In addition, in the theoretical sessions the participative model will be used, encouraging and valuing the participation of the student, who will have previously had to prepare the contents of each of the sessions from the recommended bibliographical references. In the second part of the session, the research model will be encouraged, so that the student will analyse, prepare, develop and present, in the terms and dates indicated by the lecturer, the proposed exercises and practical cases.

EVALUATION

The assessment system for this subject will be divided into two parts. A first part, whose overall assessment will be 60% of the final grade of the subject, which will be carried out by means of a written exam on the theoretical and practical contents of the programme. A mark of 5 out of 10 must be passed in this written test in order for the rest of the mark obtained in the continuous assessment to be added to the final mark.

A second part, the final assessment of which will be 40% of the final grade, and which will be determined by the continuous assessment of participation and work during the course sessions.

REFERENCES

- Johnson, G. et al.: Dirección Estratégica, 7ª Edición, Prentice Hall, Madrid. Versiones posteriores a la 4ª en inglés.
- Navas, J. E. y Guerras, L. A. (2002 y posteriores): La Dirección estratégica de la Empresa, Teoría y Aplicaciones, Civitas, Madrid.
- Complementary bibliography: Complementary and specific references will be provided according to the different contents when developing the different topics of the programme.