

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

**Code:** 44485  
**Name:** Survival strategies  
**Cycle:** Master's Degree  
**ECTS Credits:** 2.5  
**Academic year:** 2025-26

**STUDY (S)**

Degree	Center	Acad. year	Period
2212 - Master's Degree in Business Management. MBA	Facultat d'Economia	2	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2212 - Master's Degree in Business Management. MBA	Growth and survival of the company	COMPULSORY

**COORDINATION**

PUIG BLANCO FRANCISCO

CIVERA GARCIA ANTONIO

**SUMMARY**

In this subject the survival strategies of the companies are studied. In the current economic environment many firms are in crisis and/or in process of turnaround. It is therefore essential to analyze the origin, causes and impact of the crisis on businesses and the potential for firm to cope it.

The course emphasizes the strategic and legal issues of turnaround and exit strategies.

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

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

**OTHER REQUIREMENTS**



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

## COMPETENCES / LEARNING OUTCOMES

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

## DESCRIPTION OF CONTENTS

### 1. Diagnosis and survival strategies

### 2. The turnaround strategy and survival in practice: real cases

### 3. Bankruptcy proceedings

### 4. Law aspects

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	8,00
Theory	17,00
<b>Total hours</b>	<b>25,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	10,00
Independent study and work	10,00



Preparation of lessons	0,00
Preparation for assessment activities	7,00
Resolution of case studies	10,00
<b>Total hours</b>	<b>37,00</b>

## TEACHING METHODOLOGY

The sessions will follow a participatory lecture method, where attending classes is fundamental. To do this it is recommended, if specified by the teacher, the student previously prepared the contents of each of the sessions from the references recommended and materials provided in advance by the faculty.

The main channel of communication between teachers and students is the [aula.virtual@uv.es](mailto:aula.virtual@uv.es) platform.

## EVALUATION

The assessment of the subject is based on continuous assessment, which will include:

- Mandatory attendance at face-to-face sessions.
- The preparation and presentation of individual reports and assignments, both in written and oral formats.
- Active participation in classroom activities and debates.
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If the subject is not passed in the first sitting, it may be recovered in the second sitting through an objective exam at the discretion of the teaching staff.

Plagiarism will result in automatic failure of the subject.



The use of Generative Artificial Intelligence (GAI) tools is not recommended. If they are used, this must be explicitly stated in the work by including a footnote or annex specifying the prompt, any modifications made, and a sample of the generated content.

## REFERENCES

- Broseta Pont, M. y Martínez Sanz F. Manual de Derecho Mercantil, Ed. Tecnos. Madrid
- Guerras, L. A. y Navas, J. E. (2015): La Dirección estratégica de la Empresa. Teoría y aplicaciones, Thomson-Civitas, 5ªed., Madrid.
- McKiernan, P. (2003): Turnaround, en D. Faulkner y A. Campbell (2003). The Oxford Handbook of Strategy: A Strategy Overview and Competitive Strategy: Corporate Strategy. Oxford University, New York, págs. 267-318. ¿
- Nueno, P. (1991): Reflotando la empresa: corporate turnaround, Deusto, Madrid.
- Rico, M., & Puig, F. (2021). Successful turnarounds in bankrupt firms? Assessing retrenchment in the most severe form of crisis. BRQ Business Research Quarterly, 24 (2), 114-128. Rico, M., &
- Puig, F. (2015). ¿Por qué superan los concursos de acreedores los clubes de fútbol profesionales españoles? UCJC Business and Society Review (formerly known as Universia Business Review), (48).