

## STRATEGIC MANAGEMENT 2016-2017

Bachelor Degree:	Business Administration	201G
Course title:	Strategic Management	230
Year/Semester:	3rd/1st semester	ECTS Credits: 6

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### CONTENTS

- UNIT1. Competitive advantage and value creation
- UNIT2. Strategy: definition, elements and typologies
- UNIT3. The firm and the environment
- UNIT4. Structure and evolution of the industry
- UNIT5. Internal analysis: The resource based view
- UNIT6. Business strategy
- UNIT7. Corporate strategy

### REFERENCES

Title
Rothaermel, F. T. (2016): Strategic Management: Concepts and Cases. 3ª ed. McGraw-Hill International Edition. New York
Barney, J.B. y Hesterly, W. (2014): Strategic Management and Competitive Advantage: Concepts, 5ª ed., Pearson.
Besanko, D., Dranove, D., Shanley, M., Schaefer, S. (2015): Economics of Strategy 7ª ed., John Wiley & Sons, Nueva York.
Grant, Robert M. y Jordan, Judith J. (2015) Foundations of Strategy, 2nd edition. John Wiley & Sons.

### EVALUATION SYSTEM

Exam: 60%
Group work: 40% (a minimum mark of 4 out of 10 in the exam is required for the group work to be considered)