



Universidad de Jaén

FACULTY OF SOCIAL AND LEGAL SCIENCES

Strategic management 1

2024-2025

Grado en Administración y Dirección de Empresas
Grado en Administración y Dirección de Empresas / Bachelor's Degree in Business
Administration and Management

GRUPO

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Syllabus 2024-25 - 11122007 - Strategic Management 1 (Dirección estratégica I)

Caption

- Level 1: Tutorial support sessions, materials and exams in this language
- Level 2: Tutorial support sessions, materials, exams and seminars in this language
- Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

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DEGREE:

Grado en Administración y dirección de empresas

FACULTY:

FACULTY OF LAW AND SOCIAL SCIENCES

ACADEMIC YEAR:

2024-25

COURSE:

Strategic Management 1

SYLLABUS

1. COURSE BASIC INFORMATION

NAME: Strategic Management 1

CODE: 11122007

ACADEMIC YEAR: 2024-25

LANGUAGE: English

LEVEL: 3

ECTS CREDITS: 6.0

YEAR: 3

SEMESTER: SC

2. LECTURER BASIC INFORMATION

NAME: ARANDA OGAYAR, MANUEL

DEPARTMENT: U136 - ORG. DE EMPRESAS, MÁRKETING Y SOCIOLOGÍA

FIELD OF STUDY: 650 - ORGANIZACIÓN DE EMPRESAS

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LANGUAGE: -

LEVEL: 3

3. CONTENT DESCRIPTION

- 1.- About strategic management
- 2.- Value creation, stakeholders and corporate governance
- 3.- Future orientations and values in the firm
- 4.- Environmental Analysis
- 5.- Analysis of the competitive environment
- 6.- Internal analysis
- 7.- Competitive advantages and strategies

4. COURSE DESCRIPTION AND TEACHING METHODOLOGY

Classes will be developed as a master lesson for theoretical content. For the practical part, with the jobs submission, make presentations and any other tasks.

Students with special educational needs should contact the Student Attention Service (Servicio de Atención y Ayudas al Estudiante) in order to receive the appropriate academic support

5. ASSESSMENT METHODOLOGY

The evaluation system will consist of: An examination on the theoretical/practical and reasoning content of the subject with a value of 50% of the final grade. The other 50% will correspond to make presentations and the jobs and tasks submission. For the extraordinary call the written test will account for 100% of the grade.

6. BOOKLIST ([Access the bibliography in the Library catalog](#))

MAIN BOOKLIST:

- Fundamentals of strategic management José Emilio Navas López , Luis Ángel Guerras Martín ; Translation, Ian Macnair. Edition: 2nd. Author: Navas López, José Emilio.. Publisher: Civitas Thomson-Reuters ([Library](#))
- Strategic management: an integrated approach Charles W. L. Hill, Gareth R. Jones. Edition: 7ª ed. Author: Hill, Charles W. L.. Publisher: Houghton Mifflin ([Library](#))
- Theory of strategic management : with cases Gareth R. Jones, Charles W.L. Hill. Edition: 10th ed. Author: Jones, Gareth R.. Publisher: South-Western Cengage Learning, ([Library](#))

ADDITIONAL BOOKLIST:

- Administración estratégica : competitividad y globalización : conceptos y casos Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson ; traducción Pilar Mascaró Sacristán, Mara Paulina Suárez Moreno ; revisión técnica Mtro. Gil Armando Sánchez Soto.. Edition: 11a. edición.. Author: Hitt, Michael A.. Publisher: Cengage Learning ([Library](#))
- Strategic Management: Concepts and Cases: Competitiveness and Globalization. Edition: 12 Th. Author: Michael Hitt. Publisher: Cengage Learning ([Library](#))

7. SUSTAINABLE DEVELOPMENT GOALS

Trabajo decente y crecimiento económico

Industria, innovación e infraestructura

Producción y consumo responsables

DETAILED INFORMATION

Goal number 8: Decent work and economic growth. This objective is of vital importance for companies because if the economy does not grow, companies cannot grow. But not all growth is adequate. For this reason, growth is analyzed and studied with the groups that make it up, the "stakeholders" and CSR actions as pillars.

Objective number 9: Industry, innovation and infrastructure. Strategic management deals with companies that carry out their activity in the industrial sector, looking for companies that innovate and develop better products and services for the environment in which they are located. The way in which these objectives are achieved is basic and is part of the development of this discipline.

Objective number 12: Responsible production and consumption. Likewise, the way in which it is produced and consumed generates different strategies that, within the framework of the circular economy, can be used to sustain sustainable competitive advantages over time.

8. VIRTUAL / CLASSROOM TEACHING SCENARIO

The Teaching Methodology will be developed with master classes for theory. For the practical part will be developed online through training seminars on practical aspects of the company. The training activities will be carried out in theory sessions on the contents of the program in a face-to-face and virtual way through the web for the practical part. Therefore the presence will be replaced, in part, by the online activity. The tutorials will be through the email. The evaluation system will consist of a theoretical part with an online evaluation test on the theoretical developments of the subject (50%), 10% that will be achieved with the attendance of the videoconferences and participation in them, and 40% with the practical part. The necessary resources would be the laptop and the internet connection if it were made from the home address. In the extraordinary call there will be an online exam that will have 100% of the final grade.

9. VIRTUAL TEACHING SCENARIO

The theoretical classes will be of exhibition with the promotion of student participation in discussions and problem solving. They will be done online. Practical classes will be developed, together with the theoretical ones through exhibitions, attendance at case resolution seminars and other activities related to entrepreneurship and business management. They will be developed online. Tutoring will be done by email, mainly. The evaluation will be carried out: In the ordinary call: with a final examination where the theoretical and reasoning part is worth 50%. It will be developed online. The practical part, virtual assistance to seminars, courses and/or delivery of documents (40%). The active participation part in virtual classes will be evaluated with 10%. In extraordinary calls: with a single online exam (100%). In terms of resources you will need a laptop and a network connection.

DATA PROTECTION CLAUSE (on line exams)

Institution in charge of data processing: Universidad de Jaén, Campus Las Lagunillas, s/n, 23071 Jaén

Data Protection Delegate: dpo@ujaen.es

Purpose: In accordance with the Universities Law and other national and regional regulations in force, carrying out exams and assessment tests corresponding to the courses students are registered in. In order to avoid frauds while sitting the exam, the exam will be answered using a videoconference system, being able the academic staff of the University of Jaén to compare and contrast the image of the person who is answering the exam with the student's photographic files. Likewise, in order to provide the exam with evidential content for revisions or claims, in accordance with current regulation frameworks, the exam will be recorded and stored.

Legitimacy: compliance with legal obligations (Universities Law) and other national and regional regulations currently in force.

Addressees: service providers who are the owners of the platforms where the exams are carried out and with whom the University of Jaén has signed the corresponding data access contracts.

Storage periods: those established in current in force regulations. In the specific case of exam videoconference recordings, not before the examination records and transcripts are closed or the exam can still be reviewed or challenged.

Rights: you can exercise your right of access, amendment, cancellation, opposition, suppression, limitation and portability by sending a letter to the postal or electronic address indicated above. In the event that you consider that your rights have been violated, you may submit a complaint to the Andalusian Council for Transparency and Data Protection www.ctpdandalucia.es

CLASS RECORDING CLAUSE PERSONAL DATA PROTECTION

Person in charge: Universidad de Jaén, Paraje Las Lagunillas, s/n; Tel.953 212121; www.ujaen.es

Data protection delegate (DPO): TELEFÓNICA, S.A.U. ; Email: dpo@ujaen.es

Procedure aim: To manage proper recordings of teaching sessions with the aim of facilitating learning process under a multimodal and/or online teaching

Period for record storage: Images will be kept during legal term according to regulations in force

Legitimacy: Data will be managed according to legal regulations (Organic Law 6/2001, December 21, on Universities) and given consent provided by selecting corresponding box in legal admission documents

Data recipients (transfers or assignments): Any person allowed to get access to every teaching modality

Rights: You may exercise your rights of access, rectification, cancellation, portability, limitation of processing, deletion or, where appropriate, opposition. To exercise these rights, you must submit a written request to the Information, Registration and Electronic Administration Service of the University of Jaen at the address above, or by e-mail to the address above. You must specify which of these rights you are requesting to be satisfied and, at the same time, you must attach a photocopy of your ID card or equivalent identification document. In case you act through a representative, legal or voluntary, you must also provide a document that proves this representation and identification. Likewise, if you consider that your right to personal data protection has been violated, you may file a complaint with the Andalusian Data Protection and Transparency Council www.ctpdandalucia.es

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