



Universidad de Jaén

FACULTY OF SOCIAL AND LEGAL SCIENCES

Strategic Management 2

2024-2025

Grado en Administración y dirección de empresas
Doble Grado en Administración y Dirección de Empresas y Finanzas y contabilidad
Grado en Administración y Dirección de Empresas / Bachelor's Degree in Business
Administration and Management



C R E A



Acceso Mayores 40

Guías docentes UJA

Horarios de tutorías

Llamamientos PAU

Movilidad (Coordinador)

P.O.D.

Solicitud bilingüismo

Syllabus 2024-25 - 11112008 - Strategic Management 2 (Dirección estratégica II)

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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Full version (Spanish)

English

DEGREE: Grado en Administración y dirección de empresas (11112008)
 FACULTY: FACULTY OF LAW AND SOCIAL SCIENCES
 DEGREE: Grado en Administración y dirección de empresas (11122008)
 FACULTY: FACULTY OF LAW AND SOCIAL SCIENCES
 DEGREE: Doble Grado en Administración y dirección de empresas y Finanzas y contabil (11912027)
 FACULTY: FACULTY OF LAW AND SOCIAL SCIENCES
 ACADEMIC YEAR: 2024-25
 COURSE: Strategic Management 2

SYLLABUS

1. COURSE BASIC INFORMATION

NAME: Strategic Management 2

CODE: 11112008 (*)

ACADEMIC YEAR: 2024-25

LANGUAGE: English

LEVEL: 3

ECTS CREDITS: 6.0

YEAR: 4

SEMESTER: PC

2. LECTURER BASIC INFORMATION

NAME: GARCÍA MARTÍ, ELIA

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

FIELD OF STUDY: 650 - ORGANIZACIÓN DE EMPRESAS

OFFICE NO.: D3 - D3-157

E-MAIL: egarcia@ujaen.es

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WEBSITE: <http://www10.ujaen.es/conocenos/departamentos/orgmarsoc/4912>ORCID: <https://orcid.org/0000-0001-8319-2754>

LANGUAGE: -

LEVEL: 3

3. CONTENT DESCRIPTION

Topic 1. Development directions

Topic 2. The management of diversified companies

Topic 3. Methods of development: mergers and acquisitions

Topic 4. Methods of development: cooperation or alliances

Topic 5. Internationalisation

Topic 6. Evaluation and implementation

Topic 7. Organizational support for strategic implementation

Topic 8. Planning and strategic control

4. COURSE DESCRIPTION AND TEACHING METHODOLOGY

The theoretical classes will be of exposition with the promotion of the participation of the students in debates and problem solving.

The practical classes will be developed through presentations, resolution of cases and other activities related to the strategic analysis of the company.

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 will be carried out with a final exam which will evaluate: a theoretical and reasoning part (70%) and a practical part (30%). This evaluation system will be valid in the ordinary and extraordinary evaluation.

The student must take care of both spelling and grammar in all documents submitted to the teacher, given the importance in the subject the ability to prepare reports and argumentative answer. The texts must be grammatically and orthographically correct to facilitate their comprehension. If they are not understandable they will not be evaluated. Spelling mistakes may lead the student to fail the course.

In accordance with the regulations of academic regime and evaluation of the student:

- It is strictly forbidden for student to use any electronic device in class that is not expressly authorized by the teacher. The use in class of any electronic device not expressly authorized by the teacher, such as cell phones, image and sound players, etc., is strictly forbidden.

- Any student whose behavior and attitude do not contribute to facilitating a good dynamic in class, with the corresponding consequences in the final evaluation.

- During the exams, tests, evaluation activities, etc., the student will not be able to use any electronic device that allows the transmission, reception and storage of data. There must be out of the examination post and completely turned off. Failure to do so will result in expulsion from the exam.

- The student who during the exams, tests, evaluation activities, etc. is observed copying from a class mate or using the aforementioned devices will be expelled from the exam, graded with a zero and will proceed to request the opening of a disciplinary file, which will require the non-attendance of the student to the next four exams.

Failure to comply with these rules will result in expulsion from the classroom. Repetition of this behavior permanent exclusion from the classroom and may give rise, after the corresponding procedure has been carried out, to expulsion from the University of Jaen.

6. BOOKLIST [f5 WYgg'h Y'VJ'c\] fUd\ mjb'h Y@VfUfmiWUJc\] 4](#)

MAIN BOOKLIST:

- Fundamentals of strategic management . Edition: 1st ed. in english. Author: Navas López, José Emilio.. Publisher: Civitas ([Library](#))

ADDITIONAL BOOKLIST:

- Fundamentals of strategic management . Edition: -. Author: Parthasarthy, Raghavan. Publisher: Houghton Mifflin Company, ([Library](#))
- Strategic planning fundamentals for small business . Edition: 1st ed.. Author: May, Gary L.. Publisher: Business Expert Press ([Library](#))

7. SUSTAINABLE DEVELOPMENT GOALS

Trabajo decente y crecimiento económico

Ciudades y comunidades sostenibles

Producción y consumo responsables

DETAILED INFORMATION

SDG 8 focuses on themes 2, 3 and 4.

SDG 11 focuses on themes 1, 6 and 7.

SDG 12 focuses on themes 5, 6 and 8.

8. VIRTUAL / CLASSROOM TEACHING SCENARIO

Methodology

In the event that the capacity of the classroom assigned to teach the course does not allow to guarantee the safety distance, the classes, both lectures and practical sessions will be taught in rotational classroom modality.

Evaluation system

Although the same evaluation instruments will be used as in the face-to-face mode, some of the weights given to these instruments will be modified. These instruments will be:

- Attendance and participation (5%). Active participation in class and in the debates will be valued.
- Case studies (25%). It will be valued in the final exam with a maximum score of 2.5 points.
- Applied theory (70%). It will be assessed in the final exam with a maximum score of 7 points.
- If the exam is to be taken online, the students must connect to the google meet platform on the day and time scheduled and have the video and audio activated during the exam.

9. VIRTUAL TEACHING SCENARIO

Methodology

All the teaching will be given by videoconference in a synchronous way using the google meet tool.

Evaluation system

Although the same evaluation instrument will be used, some of the weights given to these instruments will be modified. These instruments will be:

- Attendance and participation (5%). Active participation in class and in the debates will be valued.
- Case studies (25%). It will be valued in the final exam with a maximum score of 2.5 points.
- Applied theory (70%). It will be assessed in the final exam with a maximum score of 7 points,
- The exam will be online, the students must connect to the google meet platform on the day and time scheduled and have the video and audio during the exam.

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

Campus Las Lagunillas s/n | 23071 - Jaén
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