



UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

1. General information

Course: GROWTH STRATEGIES

Type: ELECTIVE

Degree: 320 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (CR)

Center: 403 - FACULTY OF LAW AND SOCIAL SCIENCES OF C. REAL

Year: 4

Main language: English

Use of additional languages:

Web site:

Code: 54356

ECTS credits: 6

Academic year: 2022-23

Group(s): 20 29

Duration: First quarter

Second language:

English Friendly: Y

Bilingual: N

| Lecturer: MARÍA LETIZIA GASPARRI --- - Group(s): 20 | | | | |
|---|----------------------------|------------------|----------------------------|--|
| Building/Office | Department | Phone number | Email | Office hours |
| Paraninfo/Module D, Office 1 | ADMINISTRACIÓN DE EMPRESAS | | Letizia.Gasparri@uclm.es | Tutorials by appointment on request to the professors' emails. |
| Lecturer: MARÍA LETIZIA GASPARRI --- - Group(s): 20 | | | | |
| Building/Office | Department | Phone number | Email | Office hours |
| | ADMINISTRACIÓN DE EMPRESAS | | MLetizia.Gasparri@uclm.es | |
| Lecturer: MANUEL VILLASALERO DIAZ - Group(s): 20 29 | | | | |
| Building/Office | Department | Phone number | Email | Office hours |
| Paraninfo/Module D, Office 3 | ADMINISTRACIÓN DE EMPRESAS | +34 926 05 25 18 | manuel.villasalero@uclm.es | Tutorials by appointment on request to the professors' emails. |

2. Pre-Requisites

There are no mandatory prerequisites for the course entitled 'Growth Strategies.' Still, it is recommended to have taken courses on strategic management and business venturing, such as 'Strategic Management' and 'Business Venturing.' It could be followed concurrently within the first semester of the same academic year. As a note on important related information, considering that all these three courses are taught in English, if the student passes at least two of the three, the B1 level of English will be recognized.

3. Justification in the curriculum, relation to other subjects and to the profession

Growth Strategies is a course directly connected to the course of the fourth course of the Degree in Business Management and Administration 'Strategic Management.' It deals with issues related to the firm's corporate strategy such as diversification, cooperation agreements and internationalization, along with aspects of strategy implementation.

4. Degree competences achieved in this course

Course competences

| Code | Description |
|------|--|
| E02 | Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of <i>¿¿¿</i> a company or organization. |
| E04 | Incorporate the ability to integrate into any functional area of <i>¿¿¿</i> a business or organization to perform and be able to lead any given task. |
| G01 | Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence. |
| G03 | Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions. |
| G04 | Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas. |
| G05 | Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations. |

5. Objectives or Learning Outcomes

Course learning outcomes

Description

Search for information in order to analyze it, interpret its meaning, synthesize it and communicate it to others.

Work autonomously and with personal initiative.

Work out problems in creative and innovative ways.

Know the analytical models and techniques of the economic and legal environment currently faced by enterprises, with special attention given to the search for opportunities and the anticipation of potential changes.

Know the theories and organizational models of companies from structural and behavioral perspectives to ensure their effective and efficient functioning, paying

special attention to human aspects in organizations.

6. Units / Contents

Unit 1: The directions for strategic development

Unit 2: Methods of development

Unit 3: Internationalization strategy

Unit 4: Evaluation of strategies

7. Activities, Units/Modules and Methodology

| Training Activity | Methodology | Related Competences | ECTS | Hours | As | Com | Description |
|--|----------------------------------|---------------------|----------|------------|----|-----|---|
| Class Attendance (theory) [ON-SITE] | Lectures | E02 E04 | 1.2 | 30 | N | - | |
| Class Attendance (practical) [ON-SITE] | Practical or hands-on activities | G03 G05 | 1.2 | 30 | Y | N | |
| Writing of reports or projects [OFF-SITE] | Problem solving and exercises | G01 G04 | 1.2 | 30 | Y | N | |
| Study and Exam Preparation [OFF-SITE] | Self-study | E02 E04 G01 | 2.4 | 60 | N | - | |
| Total: | | | 6 | 150 | | | |
| Total credits of in-class work: 2.4 | | | | | | | Total class time hours: 60 |
| Total credits of out of class work: 3.6 | | | | | | | Total hours of out of class work: 90 |

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

| Evaluation System | Continuous assessment | Non-continuous evaluation* | Description |
|-------------------|-----------------------|----------------------------|---|
| Final test | 0.00% | 100.00% | See evaluation criteria of the ordinary call according to the non-continuous evaluation system. |
| Progress Tests | 100.00% | 0.00% | In-class activities, presentations, individual and group problem-solving cases and tests |
| Total: | 100.00% | 100.00% | |

According to art. 6 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 13.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

The final grade will be the average of the score obtained in the 8 progress tests (two tests for each of the 4 lessons), discounting the 2 worst scores obtained by each student regardless of the lessons in which they were obtained.

Non-continuous evaluation:

The final exam will consist of multiple-option questionnaire (20 questions, with one point for each correct answer, without penalty for blank answers and with a penalty of 0.5 for incorrect answers) with a weighting of 50% and a practical case of semi-structured response (4 questions, no penalty for blank or incorrect answers) with a weight of 50%.

Specifications for the resit/retake exam:

The progress tests are not recoverable, so the evaluation will be non-continuous in this evaluation call.

Specifications for the second resit / retake exam:

The progress tests are not recoverable, so the evaluation will be non-continuous in this evaluation call.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents

| Hours | hours |
|---|--------------|
| General comments about the planning: The planning of activities will be adjusted to the Academic schedule set up by the UCLM | |
| Unit 1 (de 4): The directions for strategic development | |
| Activities | Hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 7.5 |
| Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities] | 7.5 |
| Writing of reports or projects [AUTÓNOMA][Problem solving and exercises] | 7.5 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 15 |
| Unit 2 (de 4): Methods of development | |
| Activities | Hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 7.5 |
| Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities] | 7.5 |
| Writing of reports or projects [AUTÓNOMA][Problem solving and exercises] | 7.5 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 15 |
| Unit 3 (de 4): Internationalization strategy | |
| Activities | Hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 7.5 |
| Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities] | 7.5 |

| | |
|---|-------------------------|
| Writing of reports or projects [AUTÓNOMA][Problem solving and exercises] | 7.5 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 15 |
| Unit 4 (de 4): Evaluation of strategies | |
| Activities | Hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 7.5 |
| Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities] | 7.5 |
| Writing of reports or projects [AUTÓNOMA][Problem solving and exercises] | 7.5 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 15 |
| Global activity | |
| Activities | hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 30 |
| Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities] | 30 |
| Writing of reports or projects [AUTÓNOMA][Problem solving and exercises] | 30 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 60 |
| | Total horas: 150 |

| 10. Bibliography and Sources | | | | | | |
|------------------------------|---|------------------|------|------|------|-------------|
| Author(s) | Title/Link | Publishing house | Citv | ISBN | Year | Description |
| Navas, J.E.; Guerras, L.A. | Fundamentals of Strategic Management http://www.guerrasynavas.com | Thomson Reuters | | | 2018 | |