



GUÍA DOCENTE 2015-2016
STRATEGIC MANAGEMENT IN A GLOBAL CONTEXT

1. Denominación de la asignatura:

STRATEGIC MANAGEMENT IN A GLOBAL CONTEXT

Titulación

MASTER UNIVERSITARIO EN ADMINISTRACIÓN DE EMPRESAS

Código

7091

2. Materia o módulo a la que pertenece la asignatura:

STRATEGIC MANAGEMENT

3. Departamento(s) responsable(s) de la asignatura:

BUSINESS MANAGEMENT

4.a Profesor que imparte la docencia (Si fuese impartida por mas de uno/a incluir todos/as) :

ALFREDO JIMÉNEZ PALMERO Phone. 947 25 89 73 EMAIL: ajimenez@ubu.es
Office number 2064

4.b Coordinador de la asignatura

ALFREDO JIMÉNEZ PALMERO

5. Curso y semestre en el que se imparte la asignatura:

SECOND YEAR, FOURTH SEMESTER

6. Tipo de la asignatura: (Básica, obligatoria u optativa)

Optativa



7. Número de créditos ECTS de la asignatura:

4

8. Competencias que debe adquirir el alumno/a al cursar la asignatura

G2 - Ongoing learning. Integrating new knowledge with prior experience and learning. Ability to integrate professional experience and knowledge gained self-directed and autonomous way to resolve complex situations.

G3 - Evaluation of environments. Understanding of organizations and the context in which they operate. Understand and accumulate experience in new contexts, different cultures, issues of global nature and changing environments. Ability to apply advanced strategic capabilities into new, changing, globalized or multidisciplinary contexts.

G4 - Holistic thinking ability. Capacity to reflect drawing on the integration of learning in different areas to learn how to deal with complex situations holistically.

G6 - Ethical commitment and reflection upon responsibility towards society and sustainable development, including issues such as equality between women and men, equal opportunities for people with disabilities and the promotion of a culture of peace and democratic values.

E4 - Identify problems and implement business management processes at both operational and strategic levels.

E5 - Ability to prepare studies and reports on the situation of the company and its future prospects.

E6 - Assessment of the international dimension of business, including aspects such as political risk, regionalization, emerging markets or global governance.

E7 - Ability to respond to and manage changes.

9. Programa de la asignatura

9.1- Objetivos docentes

Students enrolled in the course need to: understand the relationship between the organization and the environment, the interrelations between the different functional areas of the company and how to manage the resources of the company to continuously adapt the company to new environmental circumstances. Develop the ability to search, storage and process information for decision-making and independent learning. Identify key changes in a sector and its implications for the strategic behavior of companies operating in it. Develop an entrepreneurial vision that favors the identification of business opportunities resulting changes in the sector. Understand the process of globalization and its implications for management. Identify the main challenges associated with the management of multinational companies. Enhance critical analytical capabilities in the decision-making processes in business organizations.



9.2- Unidades docentes (Bloques de contenidos)
Chapter 1. Globalization
Chapter 2. Cross-Cultural Business
Chapter 3. Politics, Law, and Business Ethics
Chapter 4. Economics and Emerging Markets
Chapter 5. International Trade
Chapter 6. Business-Government Trade Relations
Chapter 7. Foreign Direct Investment
Chapter 8. Regional Economic Integration
9.3- Bibliografía
BIBLIOGRAFÍA BÁSICA
Guillén, M. and García-Canal, E., (2012) Emerging Markets Rule , McGraw-Hill, Rugman, A. and Collinson, S. , (2008) International Business, 5th Edition, Ed. Pearson,
Wild, J.J. Wild, K.L. and Han, J.C.Y., (2010) International Business: The challenge of globalization. Global Edition. , 5th Edition, Ed. Pearson,
BIBLIOGRAFÍA COMPLEMENTARIA
N/A, Journal of World Business, Elsevier, N/A, International Business Review, Elsevier, N/A, Journal of International Business Studies, Palgrave,



10. Metodología de enseñanza y aprendizaje y su relación con las competencias que debe adquirir el estudiante:

Metodología	Competencia relacionada	Horas presenciales	Horas de trabajo	Total de horas
Master classes	G2, G3, G4, G6, E4, E6	10	0	10
Discussion and resolution of case-studies	G2, G3, G6, E4, E6, E7	18	0	18
Individual and in-group tutorials	G2, E7	4	0	4
Evaluation session	E4, E5, E7	2	0	2
Preparation of theoretical contents by the students previous to the master classes	G3, G4, E4, E6	0	12	12
Individual or in-group study of theoretical contents	G3, G4, E6	0	20	20
Individual and in-group preparation of case-studies	G2, E4, E5, E6, E7	0	34	34
Total		34	66	100

11. Sistemas de evaluación:

CONTINUOUS EVALUATION

Procedimiento	Peso primera convocatoria	Peso segunda convocatoria
Active participation during the learning process	20 %	20 %
Case-studies and team-project	40 %	40 %
Final tests including oral presentation	40 %	40 %
Total	100 %	100 %



Evaluación excepcional:

The same case-studies, team-project and oral presentation are required, plus a final written exam. Students will request it following the rules of the most updated Examination Regulations of the University of Burgos.

12. Calendarios y horarios:

See the MBA's website

13. Idioma en que se imparte:

ENGLISH