



GUÍA DOCENTE 2019-2020  
**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**

7613

**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) :**

Celia Díaz Portugal

**4.b Coordinador de la asignatura**

Celia Díaz Portugal

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

FIRST 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.



<p style="text-align: center;"><b>9.2- Unidades docentes (Bloques de contenidos)</b></p> <p style="text-align: center;"><b>1. GLOBAL BUSINESS ENVIRONMENT</b></p> <p><b>1.1. Globalization</b></p> <p><b>1.2. International Business Environment</b></p> <p style="text-align: center;"><b>2. CULTURAL CONTEXT</b></p> <p><b>2.1. The importance of culture</b></p> <p><b>2.2. Cross-cultural business</b></p> <p style="text-align: center;"><b>3. INTERNATIONAL BUSINESS STRATEGY</b></p> <p><b>3.1. Strategy definition and levels of strategy</b></p> <p><b>3.2. Strategy formulation</b></p> <p>3.2.1 From multi-domestic to global strategy</p> <p>3.2.2. Analyzing International Opportunities</p> <p>3.2.3. Selecting Entry Modes</p> <p style="text-align: center;"><b>4. IMPLEMENTATION OF STRATEGY</b></p> <p><b>4.1. Organizational structure in International Business</b></p> <p><b>4.2. Managing employees</b></p> <p><b>4.3. Social Responsibility</b></p>
<p style="text-align: center;"><b>9.3- Bibliografía</b></p> <p style="text-align: center;"><b>BIBLIOGRAFÍA BÁSICA</b></p> <p>Rugman, A. and Collinson, S., (2012) <i>International Business</i>, 6th Edition, Ed. Pearson,</p> <p>Wild, J.J. and Wild, K.L., (2016) <i>International Business: The Challenges of Globalization</i>, Global Edition., 8th Edition, Ed. Pearson,</p>
<p style="text-align: center;"><b>BIBLIOGRAFÍA COMPLEMENTARIA</b></p> <p>Johnson, G., Scholes, K., &amp; Whittington, R. , (2005) <i>Exploring corporate strategy</i>, 7th Edition, Ed. Pearson Education,</p> <p>N/A, <i>International Business Review</i>, Elsevier,</p> <p>N/A, <i>Journal of International Business Studies</i>, Palgrave,</p> <p>N/A, <i>Journal of World Business</i>, Elsevier,</p> <p>Sanyal, R. , (2001) <i>International management: A strategic perspective</i>, Ed. Prentice-Hall Inc.,</p> <p>Wright P., Kroll, M.J., Parnell J. , (1996) <i>Strategic Management: Concepts and Cases</i>.</p>



International Edition, 3rd Edition, Ed. Prentice-Hall Inc.,

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

<b>Metodología</b>	<b>Competencia relacionada</b>	<b>Horas presenciales</b>	<b>Horas de trabajo</b>	<b>Total de horas</b>
Master classes	G2, G3, G4, G6, E4, E6	10	0	10
Discussion and resolution of case-studies	G2, G3, G6, E4, E6, E7	19	0	19
Individual and in-group tutorials	G2, E7	3	0	3
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	10	10
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	36	36
<b>Total</b>		<b>34</b>	<b>66</b>	<b>100</b>



**11. Sistemas de evaluación:**

ONGOING ASSESSMENT

<b>Procedimiento</b>	<b>Peso primera convocatoria</b>	<b>Peso segunda convocatoria</b>
Active participation during learning process	10 %	10 %
Case-studies and/or team-project	40 %	40 %
Understanding of organizational behaviour	10 %	10 %
Final tests	40 %	40 %
<b>Total</b>	<b>100 %</b>	<b>100 %</b>

**Evaluación excepcional:**

The same case-studies and team-project are required, plus a final written test. Students must request it following the rules of the most recent Examination Regulations of the University of Burgos.

**12. Calendarios y horarios:**

See the MBA's website

**13. Idioma en que se imparte:**

ENGLISH