



GUÍA DOCENTE 2024-2025
STRATEGIC MANAGEMENT IN A GLOBAL CONTEXT

1. Denominación de la asignatura:

DIRECCIÓN ESTRATÉGICA EN UN CONTEXTO GLOBAL

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/a que imparte la docencia (Si fuese impartida por más de uno/a incluir todos/as) :

CELIA DÍAZ PORTUGAL (cdportugal@ubu.es; despacho 2010)

4.b Coordinador/a de la asignatura

CELIA DÍAZ PORTUGAL (cdportugal@ubu.es; despacho 2010)

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/la estudiante 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.

*Competence of sustainability curricula

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)
1. GLOBAL BUSINESS ENVIRONMENT
1.1. Globalization
1.2. International Business Environment
2. CULTURAL CONTEXT
*2.1. The importance of culture
*2.2. Cross-cultural business
3. INTERNATIONAL BUSINESS STRATEGY
3.1. Strategy definition and levels of strategy
3.2. Strategy formulation
3.2.1 From multi-domestic to global strategy
3.2.2. Analyzing International Opportunities
3.2.3. Selecting Entry Modes
4. IMPLEMENTATION OF STRATEGY
4.1. Organizational structure in International Business
4.2. Managing employees
*4.3. Social Responsibility
(*) Content of sustainability curricula
9.3- Acceso a la Bibliografía Recomendada desde Leganto
https://leganto.ubu.es/leganto/public/34BUC_UBU/lists?courseCode=7613&auth=SAML



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

Dada la imposibilidad de introducir decimales en la tabla de "metodología enseñanza y aprendizaje", se muestra a continuación información sobre el número de horas de aquellas actividades formativas que, de acuerdo con los datos incluidos en la memoria del título, sí se han calculado con decimales: Trabajo en grupo: 10,5 h.; Evaluación: 1,5 h.; Total horas presenciales: 14,5 h.; Total horas de trabajo: 85,5 h.; Total horas: 100 h.

Given that the "teaching and learning methodology" table does not allow to use decimals, we have included below information about the number of hours of those training activities that, according to the data included in the degree report, have been calculated with decimals: Individual and in-group work: 10.5 hours; Assessment: 1.5 hours; Total face-to-face hours: 14.5 hours; Total working hours: 85.5 hours; Total hours: 100 hours.

Metodología	Competencia relacionada	Horas presenciales	Horas de trabajo	Total de horas
Presentation, discussion of course contents and resolution of case studies	G2, G3, G6, E4, E6, E7	11	11	22
Self-learning	G3, G4, E6	0	62	62
Individual and in-group work	G2, E4, E5, E6, E7	0	11	11
Oral Presentations	G2, G3, G6, E4, E6, E7	2	0	2
Tutorials/ Office hours	G2, E7	0	2	2
Assessment	E4, E5, E7	2	0	2
Total		15	86	101



11. Sistemas de evaluación:

ONGOING ASSESSMENT

Procedimiento	Peso primera convocatoria	Peso segunda convocatoria
Active participation, contributions and attitude in training activities (for example, participation in face-to-face classes, seminars, virtual forums and debates, etc.)	30 %	30 %
Preparation and presentation of assignments and case studies according to the contents of the course	40 %	40 %
Final Tests to acquire competences	30 %	30 %
Total	100 %	100 %

Evaluación excepcional:

Students will be required to make the same assignments and the same tests. The percentage of active participation may be compensated within the percentage of the assignments. Students must request it following the rules of the most recent Examination Regulations of the University of Burgos.

12. Recursos de aprendizaje y apoyo tutorial:

Moodle Online Platform
Tutoring (Office hours)
Tutoring (Online)

13. Calendarios y horarios:

See the MBA's website.
The evaluation system for exchange students would be modified in case that the academic calendars of the origin and destination universities were not consistent.

14. Idioma en que se imparte:

ENGLISH