



GUÍA DOCENTE 2026-2027
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/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 // Resultados de aprendizaje

- Analyze the globalization and internationalization process and its implications for management and strategy.
- Evaluate the attractiveness of an international market by analyzing the general and cultural environment*.
- Put theory on international strategy and entry modes into practice through a business internationalization project.

*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/resultados de aprendizaje que debe adquirir/alcanzar 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/resulta do de aprendizaje relacionado	Horas presenciales	Horas de trabajo	Total de horas
Presentation, discussion of course contents and resolution of case studies	All of them	11	11	22
Self-learning	All of them	0	62	62
Individual and in- group work	All of them	0	11	11
Oral Presentations	All of them	2	0	2
Tutorials/ Office hours	All of them	0	2	2
Assessment	All of them	2	0	2
Total		15	86	101

11. Sistemas de evaluación:

ONGOING ASSESSMENT

Students who use AI must include the following declaration: "[Name of the AI] has been used to [specify use, e.g., improve writing, organize the outline, summarize texts, generate images] in the preparation of this work. The student [First and Last Name] assumes full responsibility for the accuracy, coherence, and verification of the information generated, guaranteeing that the overall development and conclusions of the work are their own and comply with the standards of academic integrity."



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, knowledge and skills	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