



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: 2021-22

Group(s): 20 29

Duration: First quarter

Second language:

English Friendly: N

Bilingual: N

Lecturer: MANUEL VILLASALERO DIAZ - Group(s): 20 29

Building/Office	Department	Phone number	Email	Office hours
Paraninfo/Módulo D, Despacho 3	ADMINISTRACIÓN DE EMPRESAS	3627	manuel.villasalero@uclm.es	

2. Pre-Requisites

It is recommended to have passed previous subjects lectured by the Business Administration Department related to functional strategies in the firm (marketing, operations, human resource management, etc).

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

Growth Strategies is a subject directly connected to the subject of the fourth course of the Degree in Business 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 a company or organization.
E04	Incorporate the ability to integrate into any functional area of 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

Work out problems in creative and innovative ways.

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

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.

Work autonomously and with personal initiative.

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

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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%	Final exam
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:

It is required to obtain at least a final score of 5 out of 10 points as an average (final exam + other activities).

Non-continuous evaluation:

Evaluation criteria not defined

Specifications for the resit/retake exam:

It is required to obtain at least a final score of 5 out of 10 points as an average (final exam + other activities).

Specifications for the second resit / retake exam:

It is required to obtain at least a final score of 5 out of 10 points as an average (final exam + other activities).

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

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Navas, J.E.; Guerras, L.A.	Fundamentals of Strategic Management http://www.guerrasynavas.com	Thomson Reuters			2018	
Villasalero, Manuel	Supplementary materials uploaded to Moodle					