

## 27645 - Business Growth Strategies

### Información del Plan Docente

|                        |   |
|------------------------|---|
| <b>Academic Year</b>   | 2016/17                                       |
| <b>Academic center</b> | 109 - Facultad de Economía y Empresa          |
| <b>Degree</b>          | 450 - Degree in Marketing and Market Research |
| <b>ECTS</b>            | 5.0   |
| <b>Course</b>          | 4   |
| <b>Period</b>          | First semester                                |
| <b>Subject Type</b>    | Optional                                      |
| <b>Module</b>          | ---   |

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

Program development and achieving the established learning objectives require continued work of the student throughout the course around the following activities:

- Recommended attendance to the sessions
- Reading and study of bibliographical material indicated in each subject

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- Regular and careful realization of exercises and case studies throughout proposed
- Real company case
- Consultation of doubts and difficulties encountered in the study of different materials

For better use of classes it is recommended that the student conduct a first reading of the bibliographic material of each chapter prior to the explanation in class of the item as well as a more careful reading after the explanation.

### 5.2.Learning activities

Basic teaching resources:

- In the theoretical sessions: clear exposures.
- Practical sessions: practical exercises.
- Each student, if possible in a group, will develop a Business Plan of a company

### 5.3.Program

Chapter 1. The New Economy

1.1. Where are we from?

1.2. Where are we going?

Chapter 2: Analysis of business environment

2.1. The process of drafting the Strategy

2.2. External and Internal Analysis of the Organizations

2.3. Diagnostic Techniques

2.3.1. The value chain

2.3.2. Benchmarking

2.3.3. SWOT analysis

Chapter 3: Strategies targeted to Business Model

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3.1. The value proposition and business model

3.2. The cost value proposition

3.3. The value proposition focused on differentiation

3.4. The value proposition in technology-intensive sectors. Innovation Management

Chapter 4: Organizational Strategies

4.1. Growth and development strategies

4.2. Vertical Integration

4.3. Diversification strategies

Chapter 5: Other growth strategies

5.1. The internal and external development

5.2. Relational strategies

5.3. Globalization and new organizational models

**5.4.Planning and scheduling**

**5.5.Bibliography and recommended resources**