

66214 - Economics and Industrial Organization

Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	531 - Master's in Chemical Engineering
ECTS	6.0
Course	1
Period	First semester
Subject Type	Compulsory
Module	---

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

The learning process will be based in different activities:

1. Regular teaching sessions in which the contents of the course will be discussed in detail. The students are encouraged to attend these sessions and actively participate in them.

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2. Practical sessions in which the students will solve teaching cases, discuss texts or propose the resolution of specific problems associated with the content of the course.
3. Development of a group project supervised by the professor. In the project the students will apply the content of the course to the case of a specific organization and its strategy.
4. The students will also be required to complete several individual and group activities related to the content of the course.
5. There will be office hours available to the students.
6. During the course other complementary activities may be proposed, provided they contribute to the attainment of the targets of the course. (e.g., conferences and seminars)

5.2.Learning activities

The program includes the following activities:

Type I activity: Regular teaching sessions (approximately 40 hours)

In these sessions the contents of the program will be discussed and elaborated. The aim of these sessions is to describe the contents and capabilities that the students are expected to learn and acquire, and help them in the task. Attendance to these sessions is critical for the achievement of the learning goals.

Type II activity: Practical sessions (approximately 20 hours)

These sessions include case-solving, problem-solving and discussion of texts related to the contents of the course. Practical sessions are combined with regular teaching sessions to help the student to assimilate the content of the course, and to acquire a more practical perspective on the different topics included in the program. These sessions promote group work, discussion and offer the professor the opportunity to assess the capability of the student to assimilate and apply the contents of the course. These sessions aim to enhance the professor- student interaction .

Type VI activity: Practical group work supervised by the professor (approximately 30 hours of group work and 5 hours of supervision)

This activity implies the development of a work in which the contents of the course will be applied to the analysis of a firm and its strategy. The work will be evaluated according to its content, the delivered materials, language and expression, and the capability of students to synthesize and apply the contents of the course.

Type VI activity: Individual practical activities (Approximately 15 hours of autonomous work)

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This activity implies the resolution and discussion of activities suggested by the professor with the aim to elaborate on the contents of the course. These activities will be evaluated according to the effort devoted by the student and its capabilities to synthesize and apply the contents of the course.

Type VII activity: Individual study (Approximately 38,5 hours of autonomous work) [87 hours in the case of students that opt for the single exam evaluation]

The students should distribute their study of the contents of the course along the term. Students are encouraged to devote some time to study the course after each regular teaching session, and to prepare the practical activities before these are discussed in the practical sessions.

Type VIII activity: Final exam (Approximately 1,5 hours [3 hours for those students that opt for the single exam evaluation])

5.3. Program

Course program:

The content of the course "Economy and Industrial Organization", which is developed in the activities described above, is structured in three blocks and an introduction. These blocks, in turn, are divided in eight units. The course syllabus is outlined below:

Syllabus

INTRODUCTION

Unit 1: The nature of strategic management

BLOCK I. STRATEGIC ANALYSIS

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Unit 2: The objectives and the values of the firm.

Unit 3: Environment analysis

Unit 4: Internal analysis

BLOCK II. STRATEGY FORMULATION

Unit 5: Strategy and competitive advantage

Unit 6: Innovation management and strategy

Unit 7: Directions and methods of firm development

Unit 8: Internationalization

BLOCK III: STRATEGY IMPLEMENTATION

Unit 9: Strategy evaluation and implementation.

5.4.Planning and scheduling

During the term there will be different in-class activities:

-Weekly regular teaching sessions and practical sessions. These sessions will be 2 hours long.

-Office hours and group-work supervision meetings will be flexible and settled according to the needs of students and the

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professor. The final delivery of group-works will be at the end of the term.

Any activity included in the course will be developed following the schedule of the school.

5.5. Bibliography and recommended resources

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| BB | Grant, Robert M.. Dirección estratégica : conceptos, técnicas y aplicaciones / Robert M. Grant ; traducción, Zulima Fernández, José Daniel Lorenzo Gómez, José Ruiz Navarro . - 8ª ed., 4ª ed. en Civitas Madrid : Thomson Civitas, 2014 |
| BB | Guerras Martín, Luis Ángel. La dirección estratégica de la empresa : teoría y aplicaciones / Luis Ángel Guerras Martín, José Emilio Navas López . - 4ª ed., 2ª reimp. Madrid : Thomson Civitas, 2011 |
| BB | Navas López, José Emilio. Fundamentos de dirección estratégica de la empresa / José Emilio Navas López, Luis Ángel Guerras Martín . 1ª ed., 1ª reimp. Cizur Menor (Navarra) : Aranzadi, 2013 |
| BC | Bueno Campos, Eduardo. Dirección estratégica de la empresa : metodología, técnicas y casos/ Eduardo Bueno Campos . - [2a ed.] Madrid : Pirámide, 1989 |
| BC | Dess, Gregory G.. Dirección estratégica : creando ventajas competitivas / Gregory G. Dess, G. T. Lumpkin; coordinadora de traducción y revisión técnica Olga Rivera Hernández Madrid [etc.] : McGraw-Hill, D.L. 2003 |
| BC | Ghemawat, Pankaj. La Estrategia en el panorama del negocio : texto y casos / Pankaj Ghemawat; con David J. Collis, Gary P. Pisano, Jan W. Rivkin; traducción Jorge Abenamar Suárez Arana; revisión técnica Martha Patricia Guzmán Brito . - [1ª ed.] México, [etc.] : Pearson, cop. 2000 |
| BC | Johnson, Gerry. Dirección estratégica / Gerry Johnson, Kevan Scholes , Richard Whittington . - 7ª ed., [reimp.] Madrid [etc.] : Pearson Educación, D.L. 2011 |
| BC | Mintzberg, Henry. El proceso estratégico / Henry Mintzberg, James Brian Quinn, Sumantra Ghoshal ; traducción Eduarda Miño, Isabel Ozores ; revisión técnica |

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Adolfo Vázquez ; prólogo a la edición en español Zulima Fernández . - Ed. europea rev., [reimpr.] Madrid : Prentice Hall, 1999 (reimpr.2002)

- BC** Rothaermel, Frank T.. Strategic management : concepts and cases / Frank T. Rothaermel . - International student ed. New York : McGraw-Hill/Irwin, cop. 2013
- BC** Thompson, Arthur A.. Administración estratégica : textos y casos / Arthur A. Thompson, Jr., A. J. Strickland III . - 13a. ed. Mexico, D.F. [etc.] : McGraw Hill, 2004