

## 27645 - Business Growth Strategies

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 27645 - Business Growth Strategies

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 450 - Degree in Marketing and Market Research

**ECTS:** 5.0

**Year:** 4

**Semester:** First semester

**Subject Type:** Optional

**Module:** ---

### 1.General information

#### 1.1.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

#### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

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
- 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.

#### 4.2.Learning tasks

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.

#### **4.3.Syllabus**

##### Chapter 1. The New Economy

- 1.1. The New Economy. Where are we from? Where are we going?
- 1.2. Firm Strategy.

##### Chapter 2: Analysis of business environment.

- 2.1. The process of drafting the Strategy.
  - 2.1.1 The process (Strategic Management)
  - 2.1.2. The evolution of Strategic Management.
  - 2.1.3. The mission and objectives of the company.
- 2.2. Analysis of the general environment of the company
  - 2.2.1. The environment of the company
  - 2.2.2. Analysis of the general environment.
- 2.3. Analysis of the specific environment of the company.
  - 2.3.1. Delimitation of the specific environment.
  - 2.3.2. Analysis of the structure of the industry.
  - 2.3.3. Segmentation of the industry: Strategic groups.
  - 2.3.4. Analysis of competitors.
- 2.4. Diagnostic Techniques
  - 2.4.1. Traditional Approach. The internal diagnosis of the company
  - 2.4.2. The value chain.
  - 2.4.3. EI Benchmarking.
  - 2.4.4. Matrices of strategic analysis.
  - 2.4.5. SWOT analysis.

##### Chapter 3: Strategies targeted to Business Mode.

- 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 expansion of Porter's competitive strategies: "the strategic clock".

##### Chapter 4: Organizational Strategies.

- 4.1. Concepts.
- 4.2. Expansion Strategies.

4.3. Diversification strategies.

4.4. Vertical Integration.

4.5. The restructuring of activities

Chapter 5: Other growth strategies.

5.1. The internal and external development.

5.2. Types of external development.

5.3. Internationalization Strategy

#### **4.4.Course planning and calendar**

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

#### **4.5.Bibliography and recommended resources**