Master of Research in Management Sciences (MRes)

**Academic Year:** 2008-2009  
**Module:** 4

**Course:** Research Topics on Strategic Management  
**Code:** 08CMR85021  
**ECTS Credits:** 3  
**Credit Category:** Optional

**Faculty:** Silviya Svejenova

**Description:**
This course is intended to be an introduction to research in business strategy taught by the Department of Business Policy.

**Objectives:**
The objective on completing the course is for participants:

- To have a view of the historical evolution of this field, through basic texts.
- To know some of the lines of research that are currently being developed.

**Syllabus and Bibliography:**
The sessions for this course, after the initial introductory session, are grouped into two thematic modules. The first module will endeavor to offer a historical view of Business Strategy and will go from session 2 to session 6.

The second module will be devoted to presenting some lines of research in Business Strategy and will go from session 7 to session 10.

**Introduction**

- Presentation definitive programme
- Course organization
- Short introduction
Module 1
A historical view of Business Strategy

1. Research on the structure of organizations and the contributions of Alfred Chandler

Textbooks:

Reference material:

2. The debate between the normative and the prescriptive school

Textbooks:

Reference material:

3. The contributions of Michael Porter and the strategic positioning school

Textbooks:

Reference material:

4. The Resource-Based View school

Textbooks:

Reference material:

5. The evolution of ideas within business strategy from a historical perspective

Textbooks:
• Nieto, J. (2001). Apuntes para una historia de la estrategia. ESADE

Reference material:

Module 2
Lines of Research in Business Strategy

6. Strategies based on knowledge management (J.Nieto/E.Nomen)

Textbooks:

Reference material:

7. Diversification strategies for rapidly expanding businesses (P.Parada)

Textbooks:
• Palich et al. (2000). Curvilinearity in the diversification performance linkage: an examination of over three decades of research. Strategic Management Journal

Reference material:
• Bowman et al. (2001). Does corporate strategy matter?. Strategic Management Journal
• Parada et al. (2002). On the measurement of the corporate effect. Strategic Management Society.

8. Research in entrepreneurship (M.Planelles)

Textbooks:

Reference material:

9. Strategies of collaboration between the public and the private sector (A.Vernis)

Textbooks:

Reference material:

Methodology:

The methodology that will be followed is that of the seminar. The textbooks selected will be explained and discussed in each of the sessions. The participants are expected to have read the texts in advance so that they can participate actively in the discussions. In each session two participants will act as speakers and a third as the reporter. Both the speakers and the reporters will have to prepare a 3-page written text to be distributed among those attending.

Assessment:

On completing all the sessions the participants will have to prepare an in-depth project on some of the aspects studied in either of the two modules (the subject of the project can be related to a school of thought, an author, a text, or a line of research). The project will have an approximate length of ten pages.

Timetable:

Every Monday from 11/05/09 to 18/05/09
Every Tuesday from 12/05/09 to 19/05/09
Every Wednesday from 13/05/09 to 20/05/09
Thursday 14/05/09

From 15:00 h. to 18:00 h.

Exam 21/05/09
At 15:00 h.