esade

GUÍA DOCENTE - 2024-2025

Estrategia Corporativa

UGRA_003386

Departmentos	Departamento de Dirección General y Estrategia
Idiomas impartición	Inglés, Español, Catalán
ECTS	4
Profesor/a responsable	Vernis Domènech Alfred Ignasi - alfred.vernis@esade.edu
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Objetivos de la asignatura

The course has been designed to help students achieve the following objectives:

- Develop a holistic view of strategic management
- Gain a better understanding of the implications of choosing and implementing different growth strategies
- Better understand how to identify, analyze and manage key stakeholders in organizations
- Understand the main issues behind strategy implementation and execution.

Prerrequisitos

Competitive Strategy

Descripción

Contribución del curso al programa

This course provides with a wide perspective of the organization, the environment and the key stakeholders. It integrates all management areas that students have learned thoughout their studies.

Breve descripción

Corporate Strategy mainly deals with resource allocation decisions, scope and breath definition and stakeholder management.
The course focuses mainly on topics related to growth. It expands and deepens students' knowledge on growth options such as international expansion, business diversification (horizontal or vertical) and different growth strategies. It delves into M&As, strategic alliances and organic growth options. Students will further examine different strategizing contexts, such as listed firms, family-owned businesses and non-for-profit organizations. The course also provides a more in-depth examination of governance, and the challenges associated to strategy execution.

Bibliografía

Johnson, G.; Scholes, R.; Whittington, R., Exploring Strategy, Pearson (Libro)

Collis, D.; Montgomery, C., Corporate Strategy (Libro)

Puranam, P., & Vanneste, B. (2016)., Corporate advantage, chapter 1 in Corporate strategy: Tools for analysis and decision-making., Cambridge University Press (Capítulo)

Sull, D., Turconi, S., Sull, C., & Yoder, D. (2018)., Four logics of corporate strategy, MIT Sloan Management Review (Artículo)

Actividades

Discusiones y diálogos en clase
Interactive dicussions

Presentaciones de grupo
Group preparation and discussion of case studies

Lecturas
Compulsory Readings

Presentaciones
Presentations of readings

Interacción con profesionales invitados
Forums with guest speakers

Contenido

#	Módulo
1	Strategic management framework focused on corporate strategy
2	International expansion and global management
3	Diversification, M&A, Alliances
4	Contextualizing Stakeholder expectations
5	Strategy implementation

Evaluación

Herramienta	Sistema de evaluación	Categoría	%
Trabajo en equipo	Group assignments	Ambas convocatorias ordinaria y extraordinaria	50.00%
Participación en las actividades del programa	Individual participation	Ambas convocatorias ordinaria y extraordinaria	20.00%
Exámenes escritos y/o orales	Final Exam	Ambas convocatorias ordinaria y extraordinaria	30.00%

PROGRAMAS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Curso 3 (Obligatoria)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBE20 Curso 3 (Obligatoria)

DBAI21-Doble titulación en Administración de Empresas e Inteligencia Artificial para los Negocios (Undergraduates: Business)
DBAI21 Curso 4 (Obligatoria)

GBD20-Doble Grado en Dirección de Empresas y Derecho (Undergraduates: Law)
GBD20 Curso 4 (Obligatoria)