

Strategic Analysis of a Firm

UGRA_014753

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| Departments | Department of Economics, Finance, and Accounting |
| Language | English, Spanish |
| ECTS | 2 |
| Lead faculty | Mena López, Francisco Javier - fxavier.mena@esade.edu |

Course objectives

The Strategic Analysis of a Firm course aims to develop students':

1. Economic knowledge regarding companies and their activity areas and industries within the framework of the global economy.
2. Ability to search for information, process, and incorporate it into a document such as a strategic analysis of a given firm.
3. Public presentation skills and the ability to respond to comments and questions from faculty and other students.
4. Teamwork skills and competencies.

The objective of this course is for students to be able to independently draft a strategic analysis of a company, as well as analyze documents such as company's economic reports, corporations' and institutions' strategic plans, consultancy documents, financial analyses, market research, etc.

Prior knowledge

Basic concepts related to companies and their environments.

Prerequisites

Basic concepts related to companies and their environments.

Recommended subjects

None.

Description

Course contribution to the program

An introduction to strategically analyzing companies.

Brief description

The in-class sessions will address and include the following topics and learning activities:

The new "global challengers" and the redefinition of global competitive dynamics. Emerging companies (allies and adversaries).

The company: Strategic analysis and Game Theory.

The company and a contextual analysis.

Map of the company's added value.

Strategic game theory.

Contextual factors: Opportunities and risks.

Global/local map of opportunities and risks in terms of the selected company's and organizations' multidimensional contextual factors.

Understanding globalization. The company's cross-cultural (global/local) context and management.

The company's economic setting.

Presentation and analysis of the company's strategic analysis and map of added-value, as well as pertinent contextual factors (opportunities and risks).

Learning outcomes from the program

BBA20-Bachelor of Business Administration (BBA)

- Global perspective and mindset
- Business management skills
- Responsible leadership
- Critical and analytical thinking
- Creativity and innovation
- Communication skills
- Systemic thinking
- Teamwork
- Mastery of technology
- Understand and value diversity
- Personal development
- Ability to connect concepts and content

Activities

Analytical exercises

Economic knowledge of companies and their activity areas and industries.

Tests

Group presentations

Public presentation skills and the ability to answer questions and comments from faculty and other students.

Essays

Content

| # | Module |
|---|---|
| 1 | The new "global challengers" and the redefinition of global competitive dynamics. Emerging companies (allies and adversaries). |
| 2 | 1. The company and an analysis of its setting. 2. A map of the company's added value. Participants. Geographic and industry limits. Norms. Short/medium/long-term dynamics. 3. Strategic Game Theory. |
| 3 | 1. Global/local map of opportunities and risks (level, probability) of multidimensional contextual factors for the company and organizations. 2. Understanding globalization. The company's (global/local) cross-cultural context and management. 3. The company's economic setting. |
| 4 | Presentation and analysis of companies' strategic analyses and maps of added-value, as well as their environmental factors (opportunities and risks). When selecting companies, we will strive to strike a balance in terms of their different activity areas, size, origins, geographic headquarters, etc., the aim being to enrich students' learning. The "Strategic Analysis of a Firm" document should be structured as follows: 1. Company history (origin, development, ownership, etc.); 2. Strategic analysis of the company's map of added value; 3. Analysis of its contextual factors; and 4. Information sources used. |

Assessment

| Tool | Assessment method | Category | % |
|-----------------------------|---|--------------------------------|-----|
| Teamwork | Oral in-class group presentation (PPT) of the "Strategic Analysis of a Firm" (TEAMS). | Both ordinary round and retake | 25% |
| Learning assessment | "Comments" exercises, attendance, attitude, and participation in class (INDIVIDUAL). | Both ordinary round and retake | 25% |
| Tests | Final "quiz" (INDIVIDUAL) on the presentations given by all the teams/groups. | Both ordinary round and retake | 25% |
| Individual final assignment | Final document (WORD): Strategic Analysis of a Firm" (INDIVIDUAL), | Both ordinary round and retake | 25% |

PROGRAMS

B13-Exchange Program, Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (elective)

B13S-Exchange Program, Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (elective)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 4 (elective)
BBA20 Year 2 (elective)
BBA20 Year 3 (elective)

BBA23- Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 3 (elective)
BBA23 Year 4 (elective)
BBA23 Year 2 (elective)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBE20 Year 3 (elective)
BBE20 Year 4 (elective)
BBE20 Year 2 (elective)