TEACHING GUIDE - 2026-2027

Strategies to increase the value of a company

UGRA_014607

Departments	Department of Economics, Finance & Accounting
Teaching Languages	English
ECTS	4
Teacher responsible	Patricia Rodríguez García - patricia.rodriguez1@esade.edu

Course Goals

Designing and implementing strategies that increase the value of a company is an essential area for managers, it requires mastering a wide range of knowledge and skills.

This course is designed to give participants an introduction to the different components in the value creation in the companies and how these components are interrelated between them.

At the end of the course the student will be able to understand the key factors in value creation through very practical cases with a financial focus. During the course, study cases will be presented in which, thanks to the design and implementation of appropriate strategies, the company's value increases sustantially. In addition, some real cases in which the teacher has participated will be explained and guest speakers will also present real cases of value generation.

This course provides the student with tools to measure the value creation of different strategies taking into account both the income statement and the balance sheet. Furthermore, these tools can help to not only to design these strategies, but also to implement them in an effective way.

Thanks to this course, participants will obtain an efficient way of making decisions that will allow them to succeed in business management. This can mean a very positive leap in their professional career.

This course will address the following aspects of value creation:
- How to design a strategy that increases the value of a company
- How to measure the value created by a strategy.
- How to find out hidden sources of value creation in all the company areas.
- Correlated and uncorrelated factors to take into consideration.

- Why financial decisions are a relevant dimension to consider.
- What are the main strategies to maximize the income statement.
- What are the main strategies to minimize the balance sheet.
- What are the main strategies to maximize the strategic factor.
- Why is essential to take into account the effect of each strategy in both the income statement and the balance sheet.
- How different options for growth have different requirements and different risk profiles.
- Why free cash flow is a key indicator.
- Why intangible assets are so important.
- How to use corporate strategies (acquisitions, divestitures, etc.) to create value.
- How to manage different scenarios.
- Why the implementation of the strategy is so important.
- What we can learn from private equity firms.
- How to improve the value creation drivers.
- Decision-process potential mistakes and how to avoid them.

Previous knowledge

No previous special knowledge is necesary

Prerequisits

There is no perequisite

Description

Course contribution to program

Not only will this course be very useful in order to give the students new interesting concepts in finance, but it will also help students to reinforce the courses taken in strategy, marketing, human resources and operations.

Bibliography

Ramon Palacín, Creación de valor: 12 estrategias para duplicar el valor de una empresa en 4 años, Profit Editorial, 2021., PROFIT EDITORIAL (Book)

Activities

In-class discussions and debates

In order to achieve the objective of the course, the format of it is going to be based on case studies and class discussions.

Class discussions. The class discussions are devoted to presentation and discussion of frameworks, concepts and theories that

Content

#	Topic
1	Designing and implementing strategies that increase the value of a company is an essential area for managers, it requires mastering a wide range of knowledge and skills. This course is designed to give participants an introduction to the different components in the value creation in the companies and how these components are interrelated between them. This course is focused so that the student understands the key factors in value creation through very practical cases with a financial focus. During the course, two study cases will be presented in which, thanks to the design and implementation of appropriate strategies, the company's value is doubled in 4 years. In addition, some real cases in which the teacher has participated will be explained. This course provides the student with tools to measure the value creation of different strategies taking into account both the income statement and the balance sheet. Furthermore, these tools can help to not only to design these strategies, but also to implement them in an effective way. Thanks to this course, participants will obtain an efficient way of making decisions that will allow them to succeed in business management. This can mean a very positive leap in their professional career. This course is a must for CEOs, businesspeople, and entrepreneurs who want to make wise decisions to optimize the value of their companies.

Assessment

Tool	Assessment tool	Category	Weight %
Group project		Retake and ordinary round	60.00%
Final individual project		Retake and ordinary round	40.00%

PROGRAMS

AI26S-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
- AI26S Year 1 (Optative)

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

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

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

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

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA25 Year 3 (Optative)
- BBA25 Year 1 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
- DBAI23 Year 4 (Optative)

N90-BI Norwegian Business School (Summer School: Business)
- N90 Year 1 (Optative)