

## Weekly schedule

To know the deadlines for the different activities visit the **Activities section** (in the main menu). Remember that the sum of the punctuations of all activities is 10. You can do all you prefer to until a maximum of 10 points which is the maximum grade you can obtain in the continuous evaluation.

	Units	Activities (10.0 points)
Week 1	<b>Unit 1. Introduction to Strategy</b> 1.1. Introduction 1.2. What is Strategy? 1.3. Strategic Management 1.4. Master Class	Test - Unit 1 (0.25 points)
Week 2	<b>Unit 2. Stakeholders, Corporate Government and Corporate Values</b> 2.1. Introduction 2.2. Stakeholders 2.3. The corporate governance	
Week 3	<b>Unit 2. Stakeholders, Corporate Government and Corporate Values (cont.)</b> 2.4. Values, mission, vision and objectives 2.5. Corporate Social Responsibility 2.6. Business Ethics 2.7. Master Class	Test - Unit 2 (0.25 points)
Week 4	<b>Unit 3. External and Internal Analysis</b> 3.1. Introduction 3.2. The general environment 3.3. Industries and sectors 3.4. Competition and markets	Success and failure factors in two firms: the case of Barnes & Nobles and Nokia (2.5 points)  Forum: Success and failure factors in two firms: the case of Barnes & Nobles and Nokia (1.75 points)
Week 5	<b>Unit 3. External and Internal Analysis (cont.)</b> 3.5. Resources and capabilities of the firm 3.6. Capabilities to obtain and maintain competitive advantage 3.7. Diagnose of strategic resources and capabilities 3.8. DAFO 3.9. Master Class	Test - Unit 3 (0.25 points)
Week 6	<b>Unit 4. Business Level Strategy</b> 4.1. Introduction 4.2. Strategy and competitive advantage 4.3. Cost and differentiation	
Week 7	<b>Unit 4. Business Level Strategy (cont.)</b> 4.4. The strategic clock 4.5. Sustainability of competitive advantage 4.6. Master Class	Test - Unit 4 (0.25 points)

	Units	Activities (10.0 points)
Week 8	<b>Unit 5. Corporate Level Strategy</b> 5.1. Introduction 5.2. Growth directions 5.3. Reasons to diversify 5.4. Growth methods 5.5. Bibliographical References 5.6. Master Class	Test - Unit 5 (0.25 points)
Week 9	<b>Unit 6. Implementation of Strategy: The Operations Management</b> 6.1. Introduction 6.2. Evaluation of strategy 6.3. The implementation of strategy 6.4. Structures	Inditex: Corporate Strategy and Internationalisation (2.5 points)  Forum: Inditex: Corporate Strategy and Internationalisation (1.75 points)
Week 10	<b>Unit 6. Implementation of Strategy: The Operations Management (cont.)</b> 6.5. Organisational processes 6.6. Management of strategic change 6.7. The operational (functional) strategies 6.8. Strategic control: The Balanced Score Card 6.9. Master Class	Test - Unit 6 (0.25 points)
Week 11	<b>Exams week</b>	