

Weekly Program

In the weekly program we show you a **work distribution for the subject contents through the weeks of the module.**

	Units	Activities (10 points)
Week 1	Unit 1. Introduction to Strategy 1.1. Introduction 1.2. What is Strategy? 1.3. Strategic Management 1.4. Master Class	Participation and discussion in the forum during the whole course (1 point) Test Unit 1 (0,25 points)
Week 2	Unit 2. Stakeholders, Corporate Government and Corporate Values 2.1. Introduction 2.2. Stakeholders 2.3. The corporate governance	
Week 3	Unit 2. Stakeholders, Corporate Government and Corporate Values (cont.) 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	Unit 3. External and Internal Analysis 3.1. Introduction 3.2. The general environment 3.3. Industries and sectors 3.4. Competition and markets	Case: Success and failure factors in two firms: the case of Barnes & Nobles and Nokia (2,5 points)
Week 5	Unit 3. External and Internal Analysis (cont.) 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	Unit 4. Business Level Strategy 4.1. Introduction 4.2. Strategy and competitive advantage 4.3. Cost and differentiation	Case: Aldi: Hard-discount world leader. A successful cost competitive strategy (2,5 points)
Week 7	Unit 4. Business Level Strategy (cont.) 4.4. The strategic clock 4.5. Sustainability of competitive advantage 4.6. Master Class	Test Unit 4 (0,25 points)
Week 8	Unit 5. Corporate Level Strategy 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)

	Units	Activities (10 points)
Week 9	Unit 6. Implementation of Strategy: The Operations Management 6.1. Introduction 6.2. Evaluation of strategy 6.3. The implementation of strategy 6.4. Structures	Case: Inditex: Corporate Strategy and Internationalisation (2,5 points)
Week 10	Unit 6. Implementation of Strategy: The Operations Management (cont.) 6.5. Organizational 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	Exams Week	