

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

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