

Weekly Program

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	Unit 1. Situation Analysis 1.1. Introduction 1.2. The analysis of the business environment 1.3. The role of the environment's analysis in the business management process 1.4. Internal and external factors to the firm 1.5. How does the environment affect us? 1.6. Where is the environment? - Boundaries 1.7. How do we evaluate the environment? 1.8. Why do we analyse the environment? 1.9. Environment and uncertainties 1.10. The environment as a source of threats and opportunities 1.11. Environment and business strategy 1.12 Specific and general business environment 1.13. The internal analysis of a business 1.14. Master Class	Participation in the "Ask the teacher" forum (1.0 Points) Test - Unit 1 (0.25 Points)
Week 2	Unit 2. The General Environment 2.1. Introduction 2.2. Political Environment 2.3. Economic Environment 2.4. Socio-cultural Environment 2.5. Ecological Environment 2.6. Legal Environment 2.7. Master Class	Test - Unit 2 (0.25 Points)
Week 3	Unit 3. Basic techniques of the environment analysis 3.1. Introduction 3.2. Key techniques and processes 3.3. Sources of information 3.4. Exogenous variables 3.5. Bibliographical References 3.6. Master Class	Yamato Transport: Replicating Japanese Success in Singapore (2.5 Points) Test - Unit 3 (0.25 Points)
Week 4	Practical Case: Yamato Transport: Replicating Japanese Success in Singapore	
Week 5	Unit 4. The specific environment of the company 4.1. Introduction 4.2. Definition of the economic sector 4.3. Analysis of the structure of the sector 4.4. Segmentation of a sector	Random House: Shifting to E-books in a Globalized World (2.5 Points)
Week 6	Unit 4. The specific environment of the company (cont.) 4.5. Business models 4.6. Analysis of business models 4.7. Bibliographical References 4.8. Master Class	Test - Unit 4 (0.25 Points)
Week 7	Practical Case: Random House: Shifting to E-Books in a Globalized World	

	Units	Activities (10.0 Points)
Week 8	Unit 5. Analysis of the company's internal situation 5.1. Introduction 5.2. Analysis of the value chain 5.3. Resources and capabilities 5.4. The strategic analysis matrixes 5.5. The SWOT analysis 5.6. Master Class	Tiger Balm: Internationalization and Product Extension (2.5 Points) Test - Unit 5 (0.25 Points)
Week 9	Practical Case: Tiger Balm: Internationalization and Product Extension	
Week 10	Unit 6. The situation analysis: current paradigms 6.1. Introduction 6.2. Economic and financial crisis 6.3. Globalization 6.4. Analysis of tendencies 6.5. Technological evolution 6.6. Competitive intelligence 6.7. Bibliographical References 6.8. Master Class	Test - Unit 6 (0.25 Points)
Week 11	Exams week	