



[Short-bio Professor Alejandro Ruelas-Gossi, PhD. 2026.docx](#)

RESULTADOS DE APRENDIZAJE (Competencias)

CEOP7

Analyze the current trends in goal and/or strategy setting within a company

· CEOP8

- Develop objectives, strategies and/or projects in production, logistics or marketing

· CEOP9

- Identify new trends in marketing, operations and/or business models

· CEOP10

- Create practical cases that describe a company's strategy and the key factors of business competitiveness

· CEOP11

- Master project management and process analysis methodologies, as they are basic tools to take decisions in a company

ACTIVIDADES FORMATIVAS

Classes: 30 hours

Individual work: 20 hours

Class preparation: 25 hours

EVALUACIÓN

CONVOCATORIA ORDINARIA

ASSESSMENT

- · 40% individual assignments for session 1 to session 6 (see program).
- 40% Group Assignments (sessions 7 to session 10 (see program)).
- 20% Participation.



Universidad
de Navarra

CONVOCATORIA EXTRAORDINARIA

ASSESSMENT

- 60% individual assignments for session 1 to session 6 (see program).
- 40% Group Assignments will be made individually (sessions 7 to session 10 (see program)).