



Universidad
de Navarra

Strategic Management (F. ECONÓMICAS)
Guía docente 2023-24

[Dr. Alejandro Ruelas-Gossi Bio 200 words. 2023.docx](#)

PRESENTACIÓN

Breve descripción:

- **Type of Course:** Required
- **ECTS:** 6
- **Year and Semester:** 4th year, 1st semester
- **Language:** English
- **Programs:** ADE
- **Module:** Business
- **Subject:** Business
- **Professor:** Alejandro Ruelas-Gossi (argossi@unav.es)
 - Office: 2230

COMPETENCIAS

Basic Competencies (Management and Economics)

BC2. Students should be able to apply their knowledge to their job or vocation in a professional way. They should be able to prove their general competencies by developing and defending arguments and solving problems within their subject area.

BC4. Students should be able to convey information, ideas, problems and solutions to both specialized and general audiences.

BC5. Students should have developed the learning skills necessary to undertake higher programs of study with greater independence.

General Competencies (Management and Economics)

GC2. Identifying, incorporating and using acquired knowledge in argument, discussion and problem solving as they apply to economics and business.

GC5. Developing the capacity for independent critical thought on matters relevant to economics and business.

Specific Competencies (Management)

SC5. Understanding the concept of strategy within a business.

SC6. Analyzing the design of a business's goals and strategies.

SC8. Developing case studies on subjects related to economics and business.

Specific Competencies for Elective Subjects (Economics)

SC06. Acquiring and improving understanding of the practical aspects of business, including start-up, administration and evaluation.



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- SC07. Acquiring a deeper understanding of and sharpening skills in fields of study particular to business activities, such as accounting, finance, project management and quality control.

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PROGRAMA

- Syllabus

ACTIVIDADES FORMATIVAS

- 1.- Clases expositivas: 60 horas
- 2.- Preparación de las clases: 30 horas
- 3.- Trabajo personal del alumno: 35 horas.
- 4.- Estudio y resolución de casos: 25 horas

EVALUACIÓN

CONVOCATORIA ORDINARIA

ASSESSMENT

- 60% assignments for every session that requires it (see program).
- 40% project at the end of the course.

Evaluation of class participation is based on the personal effort put forth by each individual in preparing the assigned material for each session.

In this course, attendance is paramount. If you don't attend classes, your assignments grades will be reduced by the % of non-attendance.

Even though the final project accounts for 40%, it will need to have an approval grade to approve the course.

CONVOCATORIA EXTRAORDINARIA

- See the Announcements in ADI.

HORARIOS DE ATENCIÓN



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email Professor Ruelas-Gossi

- Despacho 2230 Edificio. Amigos

BIBLIOGRAFÍA

- see syllabus.