

**COURSE DATA****Data Subject**

Code	36499
Name	Strategic Business Management
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	3 - Dirección Estratégica	Basic Training

Coordination

Name	Department
BENAVIDES ESPINOSA, MARIA DEL MAR	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

The aim of this course is that students are able to understand and use business intelligence and analytics in the process of strategic management. This requires understanding all the components of a company: operations, finance, economics, accounting, marketing, etc., in order to have a comprehensive view of all functional areas and identify those that can be improved through the implementation of different technological tools for transforming data into useful information in the decision-making process of an individual, company or organisation.

The implementation of business intelligence and analytics techniques implies a change in the organisational culture in which information is now valued. It is important that information is recognized, in all areas and levels of the company, as an asset that can trigger competitive advantages and generate knowledge that is necessary and enriching for decision making.



Knowing the process of formulation and implementation of the business strategy will allow the future expert in business intelligence and analytics to know the information needs of decision makers, from high-level executives to those in other management positions, and to produce reports that facilitate the interpretation of information generated inside or outside the company. The aim is to facilitate decision making by offering key indicators for the company's organisation and performance, presented in the form of alerts, graphs, tables, etc., and thus contribute to the difficult task of simplifying the decision-making process.

Therefore, within the framework of an increasingly competitive and challenging business environment, companies need to find solutions and systems to generate competitive advantages from the collection, analysis and transformation of data into strategic decisions that allow them to design successful plans and properly manage the different areas and departments

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No previous knowledge of the subject is required.

OUTCOMES

1332 - Degree in Business Intelligence and Analytics

- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.
- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.
- Be able to solve problems and to communicate and spread knowledge, skills and abilities, taking account of the ethical, egalitarian and professional responsibility of the activity of business intelligence and analytics.
- Be able to plan, organise, monitor and evaluate the implementation of business strategies.
- Understand the impact of economic, political-legal, socio-cultural, technological and environmental variables on business activity.
- Demonstrate skills for analysis and synthesis.



- Be able to analyse and search for information from diverse sources.
- Be able to learn autonomously.
- Be able to use ICT, both in academia and in professional practice.
- Be able to define, solve and present complex problems systemically.
- Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.
- Reach strategic diagnoses in complex and uncertain environments using appropriate methodologies.
- Set goals and design strategies in digital companies taking account of the implications and needs deriving from them.
- Understand and evaluate the characteristics and usefulness of the different corporate and competitive strategies of digital companies.
- Understand the systemic nature of the digital company.

LEARNING OUTCOMES

- Know the key aspects of strategic management processes.
- Carry out strategic diagnoses using analytical techniques, identifying and critically assessing information external and internal to organisations.
- Establish objectives and lines of action for the different levels of the organisation, consistent with a diagnosed context.
- Take into account the implications of the company's decisions and strategies on other stakeholders or on the environment.
- Provide the necessary means and resources (human, technical or financial) and know how to manage them for the correct implementation of the strategies.
- Take into account the international business context when making decisions or defining objectives, actions, plans or strategies.
- Work effectively in a team with other colleagues.
- Present and effectively communicate the results of work or analyses carried out, both orally and in writing.
- Manage and understand bibliography and documentation in English.
- Solve tasks or carry out work in the time allotted, maintaining the quality of the result.
- Propose and evaluate business actions from a socially responsible perspective.

DESCRIPTION OF CONTENTS

1. Business fundamentals

- 1.1. Introduction
- 1.2. Concept of company and entrepreneur
- 1.3. Organisation of the company
- 1.4. Objective and design of the target system
- 1.5. CSR and the ODS



2. Basic functions of the company

- 2.1. Introduction: RRCC
- 2.2. Production
- 2.2. Logistics
- 2.4. Marketing
- 2.5. HHRR
- 2.6. Investment-financing
- 2.7. R&D&I

3. Information systems to support decision-making

- 3.1. Decision making
- 3.2. Information systems
- 3.3. Business Intelligence
- 3.4. Business Analytics

4. Introduction to the strategic process

- 4.1. The strategy
- 4.2. The process of strategic direction

5. Strategic diagnosis

- 5.1. External analysis
- 5.2. Internal analysis
- 5.3. SWOT and CAME

6. Strategy design

- 6.1. Competitive strategies
- 6.2. Corporate strategies
 - 6.2.1. Direction of development
 - 6.2.2. Method of development

7. Evaluation and selection of strategies

- 7.1. Convenience
- 7.2. Feasibility
- 7.3 Acceptability

**8. Planning and control**

- 8.1. Strategic planning
- 8.2. Strategic control (balanced scorecard)
- 8.3. Organisational support

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Computer classroom practice	30,00	100
Attendance at events and external activities	30,00	0
Development of group work	20,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	20,00	0
Preparation of practical classes and problem	15,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The subject's basic theory contents are presented in face-to-face lessons.

In practical face-to-face classes students must work, either individually or in teams, on problem solving, case studies, application of techniques, oral presentations, debates, etc.

EVALUATION

The course will be assessed on the basis of the following aspects:

Theory - Final exam (50% of the final mark). Written test that can combine both objective questions (test) and restricted essay questions. This test will take place on the dates determined by the centre for the assessment (first and second official exam dates). Passing the exam is necessary to add the marks of the continuous assessment.

Continuous assessment (50% of the final mark).

Non-eliminary individual partial tests. At the end of a block of subjects, a short test will be carried out to allow the student to know how far they have progressed in the contents of the syllabus. These tests will take place every two subjects, during class time. They will represent 1.5 points of the final evaluation and are not recoverable.

Presentation of group practicals. Throughout the course, students will be asked to submit various types of case studies. These activities, designed to be presented or discussed in class, will be non-recoverable and will be assessed with 3.5 points. In practical classes, students will work in groups on the activities



proposed by the lecturers.

Company cases, up to 1.5 points will be awarded. Use of Microsoft Power BI, up to 2 points will be awarded.

In compliance with article 6.9 of the UV Assessment and Grading Regulations, practical classes are compulsory. Students will be considered to have complied with attendance if they have attended a minimum of 80% of the hours of these sessions and if they have adequately justified the impossibility of attending the remaining sessions due to force majeure within 15 days of the absence.

In the event that a student is unable to attend the practical classes, he/she will contact the lecturer responsible to determine the way in which these will be handed in and assessed for both the first and second sittings.

If a student does not wish, voluntarily, to participate in the continuous assessment activities, he/she will request it in writing, renouncing to the points that the part he/she renounces gives him/her.

Students who, at the beginning of the course, foresee a difficulty in attending the practical sessions normally will have to contact the professor before October 5th in order to find a possible solution. In the event that the difficulty or impossibility to attend class occurs once the course has started, students must inform the teacher as soon as possible and always before the date of the next practical session.

Translated with www.DeepL.com/Translator (free version)

REFERENCES

Basic

- Guerras, L.A. y Navas, J.E. (2015): La Dirección Estratégica de la Empresa. Teoría y Aplicaciones, Thompson-Cívitas, Madrid, 5ª edición

Additional

- Thomson. Laudon, K.C. y Laudon, J.P. (2012). Sistemas de información gerencial. Prentice Hall, 12ª edición