

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

Code	44485
Name	Survival strategies
Cycle	Master's degree
ECTS Credits	2.5
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
2212 - M.U. en Dirección de Empresas. MBA 15-V.2	Faculty of Economics	2	First term

Subject-matter

Degree	Subject-matter	Character
2212 - M.U. en Dirección de Empresas. MBA 15-V.2	5 - Growth and survival of the company	Obligatory

Coordination

Name	Department
BADIA GARCIA, JOSE MARIA	105 - Business Administration 'Juan José Renau Piqueras'
CIVERA GARCIA, ANTONIO	70 - Mercantile Law 'Manuel Broseta Pont'

SUMMARY

In this subject the survival strategies of the companies are studied. In the current economic environment many firms are in crisis and/or in process of turnaround. It is therefore essential to analyze the origin, causes and impact of the crisis on businesses and the potential for firm to cope it.

The course emphasizes the strategic and legal issues of turnaround and exit strategies.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

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

OUTCOMES

2212 - M.U. en Dirección de Empresas. MBA 15-V.2

- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

LEARNING OUTCOMES

To understand concepts, types, models, processes, issues and implications of survival strategies.

To know what survival strategy it is the most appropriate.

To know when and how to implement a turnaround and exit strategies.



DESCRIPTION OF CONTENTS

1. Survival strategy

2. The survival strategy in practice: real cases

3. Bankruptcy proceedings

4. Law aspects

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	17,00	100
Tutorials	8,00	100
TOTAL	25,00	

TEACHING METHODOLOGY

The sessions will follow a participatory lecture method, where attending classes is fundamental. To do this it is recommended, if specified by the teacher, the student previously prepared the contents of each of the sessions from the references recommended and materials provided in advance by the faculty.

The main channel of communication between teachers and students is the aula.virtual@uv.es platform.

EVALUATION

Part 1:

Evaluation is made on the basis of attendance and participation in sessions. A minimum of three afternoon sessions of the five programmed sessions is required.



Part 2:

Written exam: 50% of the final mark.

Active attendance and participation in sessions: 50% of the final mark. This mark remains unchanged in an exam resit.

REFERENCES

Basic

- Broseta Pont, M. / Martínez Sanz F. Manual de Derecho Mercantil, Ed. Tecnos 23ª edic. Madrid 2016

Guerras, L. A. y Navas, J. E. (2015): La Dirección estratégica de la Empresa. Teoría y aplicaciones, Thomson-Civitas, 5ªed., Madrid. (LIBRO ONLINE)

Instrucciones para la consulta de Guerras y Navas (2015):

- Desde Trobes <http://trobes.uv.es/>, buscar "La Dirección Estratégica de la empresa"
- Seleccionar el libro e introducir user y password de la Universitat de València.
- Buscarlo en la lista, ordenada alfabéticamente.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

English version is not available