

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

<b>Code</b>	44485
<b>Name</b>	Survival strategies
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	2.5
<b>Academic year</b>	2022 - 2023

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
2212 - Master's Degree in Business Management. MBA	Faculty of Economics	2	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
2212 - Master's Degree in Business Management. MBA	5 - Growth and survival of the company	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
CIVERA GARCIA, ANTONIO	70 - Mercantile Law 'Manuel Broseta Pont'
PUIG BLANCO, FRANCISCO	105 - Business Administration 'Juan José Renau Piqueras'

**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

## COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

### 2212 - Master's Degree in Business Management. MBA

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

## LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

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. Diagnosis and survival strategies

### 2. The turnaround strategy and survival 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
<b>TOTAL</b>	<b>25,00</b>	

## 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](mailto:aula.virtual@uv.es) platform.

## EVALUATION

The subject will be evaluated with the attendance and active participation to the foreseen sessions. To pass the course, a report must be presented for each session of at least 4 of the 5 programmed sessions. The student is reminded that copying is forbidden and that this action will be severely punished. The URKUM anti-plagiarism programme will be passed



## REFERENCES

### Basic

- Referències bàsiques:

-1) Broseta Pont, M. / Martínez Sanz F. Manual de Derecho Mercantil, Ed. Tecnos 23ª edic. Madrid 2016

-2) 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.

-3) Rico, M., & Puig, F. (2015). ¿Por qué superan los concursos de acreedores los clubes de fútbol profesionales españoles? UCJC Business and Society Review (formerly known as Universia Business Review), (48). (Disponible en <https://scholar.google.es>).

### Additional

-McKiernan, P. (2003): Turnaround, en D. Faulkner y A. Campbell (2003). The Oxford Handbook of Strategy: A Strategy Overview and Competitive Strategy: Corporate Strategy. Oxford University, New York, págs. 267-318.

-Nueno, P. (1991): Reflotando la empresa: corporate turnaround,Deusto, Madrid.

-Rico, M., & Puig, F. (2021). Successful turnarounds in bankrupt firms? Assessing retrenchment in the most severe form of crisis. BRQ Business Research Quarterly, 24(2), 114-128.