

## DOI-IND-680 Strategic Management

**SEMESTER:** Fall  
**CREDITS:** 6 ECTS (4 hrs. per week)  
**LANGUAGE:** Spanish  
**DEGREES:** MII/MIT

### Course overview

This course aims to provide engineers with the knowledge of what a company is and how a startup is different, what role play both of them in society and how they are organized and managed, as well as legal obligations and necessary procedures to start a business.

At the end of the course, the students must have acquired the knowledge and tools necessary for the set up of a company as well as for the elaboration of a business plan.

The main objective is to develop the entrepreneurial spirit, stimulating their ability to seek ideas and business opportunities. To do this, they will learn tools and methodologies that allow them to analyze and estimate the implementation of these ideas in a systematic way to turn them into real companies (through techniques such as Lean Startup or the strategy of the blue oceans).

This course will facilitate the student to put into practice their knowledge and understanding of the operation of a company and the role it plays in the current context, through the development of a business plan of a new idea designed and developed in a group, following the guidelines that will be given in class.

### Prerequisites

No prerequisites.

### Course contents

#### Theory:

1. Creation and management of technology based companies
2. Strategic Analysis
3. Strategic Formulation
4. Strategic Implementation
5. Introduction to Human Resource Management

#### Laboratory:

Entrepreneurial ideas competition

## Textbook

- Gregory G. Dess; Alan B. Eisner y Gerry McNamara. Strategic Management. Text & Cases. Eighthth edition. McGraw Hill Irwin. 2016.
- L.A. Guerras Martín; J.E. Navas López. La dirección estratégica de la empresa. Teoría y aplicaciones. 5ª Edición. Civitas. Thomsom Reuters. 2015
- E. Ries.The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. 2011.
- W. Chan Kim; R. Mauborgne. Blue Ocean Strategy: How To Create Uncontested Market Space And Make The Competition Irrelevant. Harvard Business School Press 2015.

## Grading

The overall grade is obtained as follows:

- Entrepreneurial Ideas Competition: 35%,
- Attendance and participation in class: 5%
- Tests of books that have to read on their own 10%
- Mid-term exam: 10%
- Final exam: 40%.