



Code-Course	054226 – Business strategy and entrepreneurship		
Thematic Area	Business Organization and Management	Year	Fourth
Course Type	Compulsory	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

BRIEF COURSE DESCRIPTION

The current business scenario is characterized by a variable, unstable and complex environment where organizations must learn to coexist with the competitive pressure of the sector and develop comprehensive and coherent strategies to respond to socio-cultural, technological, political and organizational changes, with the aim of establishing a position of preference in the market and thus, maintaining its advantage.

GENERAL SKILLS

GS2 - Making an extra effort to reach a goal or target, undertaking new challenges, projects.

SPECIFIC SKILLS

SS17- Interpreting the relevant information at the economic-financial level of the catering companies, in order to carry out the diagnosis and adequate control and adopting corrective measures that can be applied to guarantee the sustainability of the business.

SS20 - Designing the culinary production processes by determining the organizational structure and the necessary resources, taking into account the objectives of the company.

SS22 - Distinguishing and applying the documentation related to the kitchen production units, to carry out budgetary controls, reports, etc.

SS24 - Recognizing and implementing the main basic operations of industrial processes to ensure the control of processes and products intended for human consumption

LEARNING OBJECTIVES

In this subject the student will study the basic strategic skills that allow them to reflect on the real problems that companies must face, establishing criteria for qualitative and quantitative analysis, designing alternative scenarios and making decisions for the implementation of strategic solutions. Through the study of different practical cases, the student will have the opportunity to apply the knowledge acquired so far in business organization and management, and will learn to define, design and implement strategies.

- Understand the specific environment variables.



- Identify the key and critical factors of business creation and its value capture.
- Integrate the real and projected business positioning.
- Understand the interdependence of different business strategies.
- Understand the strategic concept that restoration companies have to adopt.
- Be a better thinker strategist.
- Analyze and make simple and complex strategic decisions and understand the impact of the company.
- Develop a strategic business plan for restoration.
- Identify key factors for the implementation of entrepreneurial projects.
- Identify risks factors, analyze and manage them.
- Identify financing opportunities to undertake.
- Understand the process of growth and business development.

THEMATIC CONTENTS

1. Introduction to strategy
2. Tools at the strategy service
3. Types of strategy
4. The strategic implementation
5. Introduction to entrepreneurship
6. Detection of business opportunities
7. Competencies and tools of the entrepreneur
8. Financing in the world of entrepreneurship

LEARNING METHODOLOGY

- The learning methodology that is put into practice in this subject is formed by several key elements that, in a complementary way, achieve the objectives defined previously. Next, the tools / elements are concentrated to be used in a general way, without this proposal being limiting the use of others that are seen as necessary:
- *On-site master classes* Through this type of classes, the theoretical content of the subject is introduced to the students. In spite of its theoretical nature, the intervention of the students is required in order to get to know in depth different points of view about the subject taught. The



active participation of the students in the classroom will be fundamental for the follow-up of the contents.

- *Problem solving and development of activities.* The optimal understanding of the contents of the subject requires the development of practical sessions, as support of the theoretical framework exposed, so that problems and activities to be solved by the student are regularly raised. Tests are also carried out with the aim of guaranteeing the correct follow-up of the subject. The resolution of these problems and activities aims to create dynamic and participatory sessions.
- *Readings, professional conferences, and complementary activities* that help the understanding and application of the previous contents.
- *Virtual and classroom debates.* Students analyze and debate different positions on a topic raised by the teacher within the framework of the Virtual Campus of the EUHT CETT-UB or in the classroom.

ASSESSMENT SYSTEM

The assessment is the process of evaluation of the degree of assimilation of the learning by the student in relation to the competences of this subject.

In this sense, the student may choose to be assessed continuously during the course or through a single assessment at the end of the established period.

Continuous Assessment: this consists of the evaluation of the teaching-learning process from the continuous monitoring during the course of work carried out by the student and the learning incorporated.

Final Assessment: this consists of the evaluation of this process at the end of the established period, for all students who, for justified reasons, cannot attend classes regularly. This assessment is made based on the evidence that this subject has designed for these purposes.

Assessment systems	Continuous	Final
Work done by the student	60%	40%
Final written exam	40%	60%

REVIEW AND REASSESSMENT OF THE COURSE

The student has the right to review all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:



A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

After the reassessment, the maximum grade is 5.0 in the overall course.

SOURCES OF BASIC INFORMATION

- Brown, T. (2012). From Blueprint to Genetic Code: The merits of an evolutionary approach to design. Rotman Magazine.
- Bueno, E (1997). *Dirección Estratégica de la empresa: metodología, técnicas y casos*. Madrid: Pirámide
- Colin, R.; Jacoby, R.(2010). Decisions by design: stop deciding, start designing. Rotman Magazine.
- Del Val, I (2005). *Management Estratégico. Guía práctica y casos ilustrativos*. Madrid: Esic Koch, R (2000). *La Guía Financiera Times de Estrategia*. Prentice Hall
- Ghemawat, P. (2007). Managing Differences:the central challenge of global strategy. Harvard Business Review
- Johnson, G; Scholes, K (2000). *Dirección Estratégica*. Madrid: Pearson Educación.
- Maqueda, F. J (1992). *Dirección Estratégica y Planificación Financiera de la PYME*. Madrid: Díaz de Santos
- Navas, J.E; Guerras, L.A (2000). *Dirección estratégica de la empresa*. Madrid: Civitas
- Norton, David P. (2010). A platform for strategy management. Harvard Business Publishing. Porter, M (1980). *Competitive strategy: techniques for analyzing industries and competitors*. Nova York: Free Press.
- Porter, M. (1996). What is strategy? Harvard Business Review
- Amat, O. (2008). *Anàlisi integral d'empreses*. Barcelona: ACCID – Profit.
- Huselid, A; Becker, B; Beatly, R (2005). *El Cuadro de Mando Integral*. Ediciones Deusto Jiménez Quintero, J.A. (2005). *Dirección estratégica y viabilidad de empresas*. Madrid: Pirámide.
- **Other resources:**
- The Development Team at B.E. Publishing and Todd Toporski. (2014). *The restaurant entrepreneur*. B.E. Publishing.
- Ulwick, A. W. (1999). *Business strategy formulation*. Quorum books.
- **Web resources:**
- Casadeu R; Enric J,(2009). *From strategy to business models and tactics*. Harvard business review.



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COURSE CONTENT

Academic year 2020/2021

- (2013). SWOT analysis. Free management e-books.
- Skripak S.J. (2016). Fundamentals of business entrepreneurship. Fundamentals of business.