INTRODUCTION

It is a pleasure to welcome the students to Strategy II, a company development & expansion course.

Participants of this course will need to gather the knowledge acquired within their previous courses e.g.: strategy, finance, marketing, national and international economy, etc. as a starting point to set the development strategy for a certain company.

During the course students will find answers to:

Who
Why
How
Where
& When ... to expand?

AIMS

The aim of this course is that students are able to set the path for growth of a certain company within the hospitality industry, taking into account its resources, its vision and its mission.

Growth strategies
Types of growth
Overview of different financing options
Main tasks within a development department
Best practices at evaluating new markets or industries

Basic overview: Hotel Investment / Real Estate Management
Internal and External analysis
Domestic vs. International growth

METHODOLOGY

This course will be a mixture between theory and practice, strongly supported by case studies.

Nevertheless, the course will follow a dynamics based on personal effort and team participation.

Participants play an active role in the development of their abilities and team work capabilities.

The practical cases will be given to the students in advanced or sometimes during the class.

Participation and case studies will be complemented by a group project & presentation according to the acquired knowledge during the course.

EVALUATION

The students evaluation will be based on:

active class participation (30%) and through group presentations (40%), regular case studies, and a final exam (30%)

You must pass the exam in order to pass the course
**BIBLIOGRAPHY**

- Formulación de estrategias. Joan-Lluis capelleras i segura
- Tamer Cavusgil and Perverz Ghauri, "Doing Business in developing countries: entry and negotiation strategies" (London Routledge; , 1990)
- Pervez Ghauri, Kjell Gronhaug and Ivar Kristianslund, "Research Methods in business studies: a practical guide"
- (Hemel Hempstead: Prentice-Hall, 1994)