Business growth as a strategic value is an interactive technical note that analyses the difficulties facing a growing company that arise, both from market factors, and internal factors within the firm due to inappropriate decisions.

This technical note is structured into two parts:

• A theory section where the main concepts are discussed
• A practical exercise based on the theory studied
A series of examples and graphs are included in the theory section. These help students understand the main concepts introduced and prepare them for the final practical exercise.
In the practical exercise, the student must answer a series of questions. Once the questions have been completed, students will be able to read the expert’s opinion and compare these to their own answers.