

## **26829 - Management, Business Initiative and Marketing**

### **Syllabus Information**

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**Academic Year:** 2021/22

**Subject:** 26829 - Gestión, iniciativa empresarial y marketing

**Faculty / School:** 100 - Facultad de Ciencias

**Degree:** 297 - Degree in Optics and Optometry

**ECTS:** 6.0

**Year:** 3 and 4

**Semester:** First semester

**Subject Type:** Optional

**Module:**

### **1. General information**

### **2. Learning goals**

### **3. Assessment (1st and 2nd call)**

### **4. Methodology, learning tasks, syllabus and resources**

#### **4.1. Methodological overview**

The learning process that has been designed for this course is based on the following activities:

The course is based on four pillars: Theory sessions; sessions of practical classes where active learning methods will be used; seminars and tutorials; and autonomous activities (study).

Theory classes

They explain and develop in an orderly manner the main concepts that will know and understand facts, experiences, principles or theories. The student will participate actively raising questions and participating in discussions.

Practical classes

They will arise, among other methodologies, case studies, readings and comments (teamwork).

Seminars / P6 and tutorials

They will complement practical aspects, review those doubts arising from the theoretical and practical classes and prepare cases and proposed exercises.

Personal work and teamwork.

Generation and solving exercises and cases, performing work and exam preparation.

#### **4.2. Learning tasks**

Main activities

- Lectures in which the teacher introduces the different units.

- Grupal activities: puzzle, the case method, "one minute paper" and teamwork .
- Problem and case resolution.
- Exercises.
- Readings and comments.

#### Structure of the course

The structure of the course is organized into two parts: The first consists of units 1 to 5, corresponds to the Management and Business Organization. The second part, consisting of units 6 to 10, corresponds with Marketing Management and Market Research.

#### 4.3. Syllabus

UNIT 1. BUSINESS AND ENVIRONMENT

UNIT 2. MANAGEMENT PROCESS. PROCESS OF PLANNING AND CONTROL PROCESS

UNIT 3. PRODUCTION PROCESS

UNIT 4. PROCESS OF FINANCING

UNIT 5. THE ORGANIZATIONAL STRUCTURE OF THE COMPANY

UNIT 6. PHILOSOPHY AND PRACTICE OF MARKETING IN THE COMPANY

UNIT 7. PROCESS OF DECISIONS ON PRODUCT

UNIT 8. PROCESS OF DECISIONS ON PRICE

UNIT 9. PROCESS OF DECISIONS ON PLACEMENT

UNIT 10. PROCESS OF DECISIONS ON PROMOTION

#### 4.4. Course planning and calendar

Calendar of actual sessions and presentation of works

The timing and scheduling of the theoretical and practical sessions of the course will be communicated to students through the program at the beginning of the academic year.

The 150 hours of student work are structured as follows:

Working with the student (65 hours):

- Lectures: 30 hours.
- Cases and exercises: 15 hours.
- Practical work: 15 hours.
- Knowledge Tests: 5 hours.

Student work (85 hours):

- Autonomous work: 60 hours (estimated 1 hour of study for each hour of lecture and two hours of study for each hour of class practice).
- Teamwork: 25 hours.

#### 4.5. Bibliography and recommended resources

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|-----------|--|
| <b>BB</b> | Aguirre Sábada, Alfredo A.. Administración de organizaciones : fundamentos y aplicaciones / Alfredo A. Aguirre Sábada, Dolores Tous Zamora Madrid : Pirámide, 1999 |
| <b>BB</b> | Alegre Saz, Luis Alberto. Fundamentos de economía de la empresa : perspectiva funcional / Luis Alegre, Carmen B. - 2a. ed. act. Barcelona : Ariel, 2000            |
| <b>BB</b> | Bueno Campos, Eduardo. Curso básico de economía de la empresa : un enfoque de organización / Eduardo Bueno Madrid : Pirámide, D.L. 2010                            |
| <b>BB</b> | Fundamentos de gestión empresarial / coordinadores Julio García del Junco, Cristóbal Casanueva Rocha Madrid : I  |

- BB** Introducción a la economía y administración de empresas / Ana María Castillo Clavero (dir. y coord.) ; Isabel María , al.] Madrid : Pirámide, 2011
- BB** Roberts, John.. La empresa moderna : organización, estrategia y resultados / John Roberts Barcelona : Antoni Bosc