

61751 - Theoretical foundations of management and business organizations

Syllabus Information

Academic Year: 2020/21

Subject: 61751 - Theoretical foundations of management and business organizations

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 6.0

Year: 1

Semester: First semester

Subject Type: Compulsory

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The learning process that has been designed for this subject is based on the following: The methodology of the course is a combination of an expository class by the teacher in which the basic aspects of the topics to be treated are transmitted, as well as the exposition of comments on the works analyzed in the literature by the students. Each student must personally work the proposed readings assigned to them. This personal work will continue in the class through the oral presentation of the readings and their group discussion.

4.2.Learning tasks

The program offered to the student to help him achieve the expected results includes the following activities: Master Classes by the teacher, Presentation and discussion of readings assigned to students, and discussion of its approaches, methodologies and conclusions.

Note: It is expected that classes will take place at the Faculty (offline). However, classes would take place semi-on-site or online if it were necessary due to safety reasons.

4.3.Syllabus

The course will address the following topics:

Section I: THEORIES AND MANAGEMENT MODELS AND COMPANY ORGANIZATION.

Topic 1. Classical models of Management and Organization.

Topic 2. Current models of Management and Organization.

Topic 3. Models of Management Company and Economic and Social Value Generation.

Section II: BUSINESS AND MARKET STRUCTURES.

Topic 4. Models of Competition Structure and Market Power.

Topic 5. Financial Markets and Enterprise Value.

Section III: OPERATIONS AND COMPETITIVE ADVANTAGE

Topic 6. Flexible production systems.

Topic 7. Agility and supply chain.

Topic 8. Innovation, technology and competitive advantages

4.4.Course planning and calendar

The schedule of sessions will be published on the website of the Faculty, the presentation of works and other activities will be communicated by the responsible professor through the appropriate means. The activities and key dates are communicated at the beginning of the school period of the subject.

4.5.Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61751&year=2020