



PCEO Grado en Derecho / Grado en Administración y Dirección de Empresas

30601 - Essences of Management

Course 2011 - 2012

Curso: 1, Semestre: 1, Créditos: 6.0

Basic information

Teachers

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Recommendations to attend this course

Course Schedule and Deadlines

Home

Learning outcomes that define this course

The student, in order to pass the course, will have to show her/his competence in the following skills:

Introduction

Brief presentation of the course

Competences

General aims of the course

The expected results of the course respond to the following general aims

Context/Importance of the course for the master degree

After completing the course, the student will be competent in the following skills:

Relevance of the skills acquired in the course

Evaluation

Assessment tasks

The student will prove that he/she has achieved the expected learning results by means of the following assessment tasks:

Activities and resources

Course methodology

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

Outline of the Programme

The programme offered to the students to help them achieve the learning results includes the following activities :

Course planning

Calendar of actual sessions and presentation of works

Bibliographic references of the recommended readings

- Fundamentos de marketing / Miguel Santasmases Mestre...[et al.] Madrid : Pirámide, 2009
- Kotler, Philip : Dirección de marketing / Philip Kotler, Kevin Lane Keller; traducción, Dionisio Cámara, Alejandro Mollá . - 12ª ed., última reimp. Madrid : Pearson Educación, 2008
- Kotler, Philip. Fundamentos de marketing / Philip Kotler, Gary Armstrong . - 8ª ed. México : Pearson educación, 2008
- Kotler, Philip. Principios de marketing / Philip Kotler, Gary Armstrong . - 12ª ed. Bilbao : Pearson, D.L. 2008
- La naturaleza económica de la empresa / Louis Putterman (ed.) ; con la colaboración de Randy Kroszner ; versión española de Bienvenido Pascual Encuentra y Jaime Velasco Kindelán Madrid : Alianza, D.L. 1994
- Lambin, Jean-Jacques. Marketing estratégico / Jean Jacques Lambin ; [traducción Mark Cedillo ; revisión técnica Jaime Rivera] Pozuelo de Alarcón (Madrid) : Esic, 2003
- Milgrom, Paul. Economía, organización y gestión de la empresa / Paul Milgrom y John Roberts Barcelona : Ariel, 1993
- Salas Fumás, Vicente. Economía de la empresa : decisiones y organización / Vicente Salas Fumás . - 2ª ed. amp. y act.

Barcelona : Ariel, 1996

- Santesmasés Mestre, Miguel. Marketing : conceptos y estrategias / Miguel Santesmasés Mestre . - 5ª ed. rev. Madrid : Pirámide, 2007