

27600 - Essences of Management

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Course	1
Period	First semester
Subject Type	Basic Education
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

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

The learning process designed for this course is based on a combination of theoretical lectures, teamwork, problem-solving activities and case studies, as well as the discussion of texts and papers.

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5.2.Learning activities

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

The syllabus of the course, which is intended to help the student to achieve the expected learning outcomes, is composed of the following activities...

- - Theoretical lectures: introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.
- - Troubleshooting and presentation of real problems and cases, elaboration and presentation of projects, discussion of current and emerging topics, essays and interactive activities. All these activities will be carried out both inside and outside the classroom, individually or in groups.
- - Tutorials and/or seminars: the professors will supervise the projects carried out by the students, clarify their questions about the theoretical and/or practical contents of the subject, and propose specific tasks in which the theoretical concepts will be put into practice.
- - Independent work: this includes the study of the theoretical and practical contents, the resolution of practical exercises, the development of individual and/or in-group activities, the search for and analysis of information, among others.
- - Evaluation activities.

5.3.Program

UNIT 1.-THE COMPANY. CONCEPT AND THEORY

1.1 -.The company as an economic agent

1.2 -.Management theories

1.3 -. Company models. A company's internal resources

1.4 -. Types of companies

UNIT 2.-THE COMPANY AND THE ENVIRONMENT

2.1 -. Introduction

2.2 -. Analysis of the general environment

2.3 -. Analysis of the specific environment

2.4 -. Market Study

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UNIT 3.- PHYSICAL, TECHNICAL AND TECHNOLOGICAL RESOURCES MANAGEMENT

3.1 -. Introduction

3.2 -. Types of production processes

3.3 -. Revenue and cost structure

3.4 -. Localization and distribution of plants

3.5 -. Planning, scheduling and project control

3.6 -. Supply Management

UNIT 4 -. FINANCIAL RESOURCES MANAGEMENT

4.1 -. Introduction

4.2 -. Financial markets and the company

4.3 -. Management of investment resources

4.4 -. Management of funding resources

UNIT 5 -. MANAGEMENT PROCESS

5.1 - The employer. Approaches and concept

5.2 -. The management process

5.3 -. Decision making in the managerial process

5.4 -. Human Resources Management

5.5.-. Practices and policies of Human Resources

5.4.Planning and scheduling

5.5. Bibliography and recommended resources