

61751 - Theoretical foundations of management and business organizations

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	6.0
Course	1
Period	First semester
Subject Type	Compulsory
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

5.2.Learning activities

5.3.Program

PART I: THEORIES AND MANAGEMENT MODELS AND COMPANY ORGANIZATION.

Classical models of Management and Organization.

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Current models of Management and Organization.

Models Management Company and Value.

PART II: BUSINESS AND MARKET STRUCTURES.

Models Competition Structure and Market Power.

Financial Markets and Enterprise Value.

PART III: OPERATIONS AND COMPETITIVE ADVANTAGE

Flexible production systems.

Agility and supply chain.

Innovation, technology and competitive advantages

5.4.Planning and scheduling

5.5.Bibliography and recommended resources