

61773 - Intellectual Capital: An Experimental Focus

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	3.0
Course	1
Period	Second semester
Subject Type	Optional
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 for this course is based on the following scheme: two hour classes devoted to lectures and students' work. During classes, academic and applied overviews of the industry will be presented. Special attention will be paid to the discussion of research articles, especially by focusing on their theoretical and empirical foundations used in each case to justify objectives and hypothesis. Under this background, this course is not only useful as a starting point for further research on the topic of intellectual capital, but also as starting point for other research topics based on the same approaches and methodologies.

To accomplish these objectives, students have to write an essay of the corresponding readings (basic bibliography). The

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essays should follow the following scheme:

- 1.- Introduction to the reading motivation, goals and structure.
- 2.- Theoretical approach, highlighting argumentation lines.
- 3.- Assumptions (if applicable), indicating the main arguments justifying them.
- 4.- Methodology, outlining applied research techniques, adequacy of data use, etc ...
- 5.- Results and discussion, gathering briefly the theoretical and empirical conclusions, research limitations and possible extensions.
- 6.- Critical analysis and personal opinion.

Students have to submit the essays by e-mail and prepare their oral presentations. A schedule with the list of readings and oral presentations will be provided at the beginning of the course.

5.2.Learning activities

The program, designed to help students achieve the expected results, includes the following activities:

1. Lectures
2. Debates among students and professors
3. Development of minor experiments by each student
4. Research Seminars

5.3.Program

1.- Intellectual Capital Foundations

1.1 What is intellectual capital?

- Human Capital
- Organizational capital
- Relational Capital

1.2.- How do we measure intellectual capital?

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1.3.- Management of intellectual capital

2.- Foundations of Experimental and Behavioral Economy

2.1- *Thinking, Fast and Slow*

- Cognitive Biases
- Uncertainty
- Overconfidence
- Learning and decision making adapted to new informative assessments

2.2 An overview of experimental and behavioral economics

- Introduction to behavioral economics
- Introduction to experimental economics

2.3. Applications: multidisciplinary approach

3.- Intellectual Capital Analysis under a Framework of Experimental and Behavioral Economy

3.1 Experiments to understand the individual decision-making in organizational environments

3.2 Case studies applied to the management of intellectual capital

3.3 Experimental and behavioral economics research implications in human resources for managers and other social agents

5.4.Planning and scheduling

The class schedule is set by the center. Public exposure of individual work will take place in class time based on a schedule set by the professors at the beginning of the course.

5.5.Bibliography and recommended resources