

27500 - Essences of Management

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	449 - Degree in Finance and Accounting
ECTS	6.0
Year	1
Semester	First semester
Subject Type	Basic Education
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

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

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

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.

5.2.Learning tasks

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

Theoretical classes - 30

Practical classes - 30

Problem-based learning / Laboratory (ICT tool) / Seminars / Tutoring / Student's personal work - 90

150 hours = 6 ECTS

5.3.Syllabus

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

UNIT 3.- PHYSICAL, TECHNICAL AND TECHNOLOGICAL RESOURCES MANAGEMENT

3.1 -. Introduction

3.2 -. Types of production processes

3.3 -. Revenue and cost structure

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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.Course planning and calendar

The calendar of theoretical and practical sessions of the subject will be made public on the website of the center. The dates of delivery of papers, assessments and other continuous evaluation activities will be communicated by the lecturer of the subject through the appropriate means (personally in the classroom and through the Digital Ring of the University of Zaragoza). The dates in which the global test will be conducted in both calls will appear on the website of the center.

5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BB] Bueno Campos, Eduardo. Curso básico de economía de la empresa : un enfoque de organización / Eduardo Bueno Campos . - 4ª ed. Madrid : Pirámide, D.L. 2010

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- [BB] Coase, Ronald Harry. The firm, the market and the law / R. H. Coase . - Paperback edition Chicago ; London : University of Chicago Press, 1990
- [BB] Cuatrecasas Arbós, Lluís. Organización de la producción y dirección de operaciones : Sistemas actuales de gestión eficiente y competitiva / Lluís Cuatrecasas Arbós Madrid : Díaz de Santos, D.L. 2011
- [BB] Fundamentos de Administración y Dirección de Empresas / director, Manuel A. Espitia Escuer ; equipo de trabajo, Nuria Alcalde Fradejas ... [et al.] Zaragoza : Copy Center Digital, D.L. 2016
- [BB] Fundamentos de dirección y administración de empresas / coordinadores María del Mar Fuentes Fuentes y Eulogio Cordón Pozo . 2ª ed. Madrid : Pirámide, 2012.
- [BB] Hodge, Billy J.. Teoría de la organización : un enfoque estratégico / B.J. Hodge, William P. Anthony, Lawrence M. Gales ; traducción, Luis Joyanes Aguilar, Raquel Ureña Joyanes, Isabel Morales Jareño . - 6ª ed. Madrid [etc] : Prentice-Hall, 2003
- [BB] Introducción a la administración de empresas / Álvaro Cuervo García (director) ... [et. al.] ; coordinador editorial, Camilo J. Vázquez Ordás . - 6ª ed. Cizur Menor (Navarra) : Aranzadi, 2008
- [BB] Koontz, Harold. Administración : una perspectiva global y empresarial / Harold Koontz, Heinz Wehrich, Mark Cannice . - 14ª ed. México [etc.]: McGraw-Hill, cop. 2012
- [BB] Kotler, Philip. Fundamentos de marketing / Philip Kotler, Gary Armstrong ; traducción, Lourdes Amador Araujo, Leticia Esther Pineda Ayala . 13ª ed. México : Pearson Educación, 2017
- [BB] Luthans, Fred. Introducción a la administración : un enfoque de contingencias / Fred Luthans ; traducido por Agustín Bárcena Montañez ; revisado por Jorge Fernández de Miguel México [etc.] : McGraw Hill, cop. 1980
- [BB] Salas Fumás, Vicente. Economía de la empresa : decisiones y organización / Vicente Salas Fumás . - 2ª ed. amp. y act. Barcelona : Ariel, 1996
- [BB] Schotter, Andrew. La economía de libre mercado : una valoración crítica / Andrew Schotter . - 1a. ed. Barcelona : Ariel, 1987
- [BB] Serra Ramoneda, Antonio. La empresa : análisis económico / A. Serra Ramoneda . - [1a ed.] Barcelona : Labor, 1993
- [BB] Serra Ramoneda, Antonio. Sistema económico y empresa / Antonio Serra Ramoneda . - 1a. ed. Barcelona : Ariel, 1986
- [BB] Suárez Suárez, Andrés Santiago. Curso de economía de la empresa / Andrés S. Suárez Suárez. - 7a. ed., reimp. Madrid : Pirámide, 2007
- [BC] Salas Fumás, Vicente. Organization and management / Vicente Salas Fumas . Zaragoza : Digicopy, Economía y Empresa, 2016