

## 27614 - Organization and Management

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 27614 - Organization and Management

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 450 - Degree in Marketing and Market Research

**ECTS:** 6.0

**Year:** 2

**Semester:** First semester

**Subject Type:** Compulsory

**Module:** ---

### 1.General information

#### 1.1.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

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

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. In lectures the teacher will explain the main concepts of the course, although the autonomous work of the student will also be encouraged from the recommendations and basic orientation of the teacher. In practice sessions, teaching methods will encourage student participation and interaction both between teacher and student and among the students themselves.

Classroom materials will be available via Moodle with the creation of the virtual course "ORGANIZATION AND INTERNAL MANAGEMENT". These include a repository of the lecture notes used in class, the course syllabus, tasks, key dates, and the teachers' contact details, as well as other course-specific learning materials.

#### 4.2.Learning tasks

The course includes the following learning tasks:

- **Lectures.** Presentation of the theoretical contents of the course.
- **Practice sessions.** Students can implement the knowledge acquired in the lectures and show their ability to work in groups and interpersonal communication skills. The development of these sessions will be based on the use of the case method and solving exercises, as well as the analysis and discussion of readings in class. For the development of these classes, the group splits into smaller groups to facilitate a better monitoring of the learning process and student participation.
- **Tutorials in small groups (P6 type).** On the date and location established for this purpose, students will solve

practical or theoretical exercises proposed by the teacher, trying to encourage interaction between student and teacher.

- **Individual or small group tutorials.** They take place in the teacher's office, offering a more direct and personalized support to students to solve doubts about the theoretical and practical contents of the course, or to guide them in the study and coursework.

### 4.3.Syllabus

The course will address the following topics:

Section 1. Introduction and basic concepts

- Topic 1. **DECISION AND ORGANIZATION: AN INTRODUCTION.** Decision-making: Organization. Organization problems
- Topic 2. **MOTIVATION AND HUMAN BEHAVIOR.** The meaning and scope of rationality in Economics. Rationality and decision making under uncertainty. Social behavior

Section 2. The contractual approach to the study of Organization

- Topic 3. **ECONOMIC ANALYSIS OF PRODUCTION AND EXCHANGE.** Division of labor and gains from exchange-Transactions and contracts. Market failures (moral hazard, adverse selection, hold up) and organizational solutions.

Section 3. Contexts and tools of organizational design

- Topic 4. **COORDINATION IN TEAMS.** Introduction to organization design. Understanding the coordination problem-Solving the coordination problem by the design of information systems
- Topic 5. **INCENTIVES IN COALITIONS.** Motivation problems in self managed groups. Non-hierarchical solutions to the motivation problem -Hierarchy as alternative to self-management
- Topic 6. **THE AGENCY RELATIONSHIP.** Description and elements of the agency relationship-The contractual problem of implementing the optimal effort of the agent. The contractual problem of efficient allocation of risk (syndicate). The contractual problem of balancing optimal effort and optimal risk sharing.

### 4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

### 4.5.Bibliography and recommended resources