

61773 - Intellectual Capital: An Experimental Focus

Syllabus Information

Academic Year: 2019/20

Subject: 61773 - Intellectual Capital: An Experimental Focus

Faculty / School: 109 -

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject Type: Optional

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 learning process for this course is based on the following: two-hour sessions devoted to lectures and students' assignments. During classes, academic and applied overviews of the industry will be presented. Special attention will be paid to the discussion of research articles, focusing on their theoretical and empirical frameworks used in each case to justify objectives and hypothesis. As a consequence, this course is not only useful as a starting point for further research on the topic of intellectual capital, but also as a starting point for other research topics based on the same approaches and methodologies.

To accomplish these objectives, students will have to write an essay of the corresponding readings (basic bibliography). The essay should follow the following guidelines:

- 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, briefly gathering the theoretical and empirical conclusions, research limitations and possible further research.
- 6.- Critical analysis and personal opinion.

Students will 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.

4.2. Learning tasks

The course includes the following learning tasks:

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

4.3. Syllabus

The course will address the following topics:

Topic 1. Intellectual Capital Foundations

- 1.1. What is intellectual capital?
 - Human Capital
 - Organizational capital
 - Relational Capital
- 1.2. How do we measure intellectual capital?
- 1.3. Management of intellectual capital

Topic 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

Topic 3. Leadership, strategy and change

- 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

4.4. Course planning and calendar

The class schedule is set by the Faculty. Public presentation and defense of the individual essay will take place in class time, based on a schedule set by the professors at the beginning of the course.

4.5. Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61773&year=2019