

SUBJECT TEACHING GUIDE

G1813 - Business Management Techniques: Good Practices

Subjects Offered in English

Academic year 2017-2018

1. IDENTIFYING DATA			
Degree	Subjects Offered in English	Type and Year	Optional. Year 1
Faculty	Faculty of Economics and Business Studies		
Discipline			
Course unit title and code	G1813 - Business Management Techniques: Good Practices		
Number of ECTS credits allocated	6	Term	Semester based (2)
Web			
Language of instruction	English	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS		
Name of lecturer	SARA TRIGUEROS PRECIADO		
E-mail	sara.trigueros@unican.es		
Office	Fac. de Derecho y Fac. de CC Economicas y Empresariales. Planta: + 2. DESPACHO (E207)		
Other lecturers	LIDIA SANCHEZ RUIZ MARIA CANTERO SAIZ ROSA PATRICIA MARTINEZ GARCIA DE LEANIZ		

3.1 LEARNING OUTCOMES

- To understand the basic functioning of Marketing, Operations Management and Organizational Behavior, Accounting and Management of Information Systems that support the management in the company.

4. OBJECTIVES

The general objective of the subject is that the students know the Marketing, Operations of Management and Organizational Behavior, Accounting and the Systems and Technologies of the Information like Resources that allow to improve the management of the organization.
As a specific objective, students are expected to learn how to plan and use these resources to solve the problems related to the management in the organizations

6. COURSE ORGANIZATION

CONTENTS

1	This course takes an analytical and practical approach to Business Management including: Information and Communication Technologies
2	Marketing management and consumer behaviour
3	Strategic management and organizational behaviour
4	International accounting and international finance

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Practical works of the different modules	Work	No	Yes	100,00
TOTAL				100,00
Observations				
Observations for part-time students				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC
Díaz Domínguez, L; Navarro Huerga, M.A. (2013): Sistemas de información en la empresa. Universidad de Alcalá, Servicio de Publicaciones, D.L. 2013.