

SUBJECT TEACHING GUIDE

M1944 - Fundamentals of Business Organisation

Master's Degree in Business Administration
 Master's Degree in Marketing Management (Tourism Businesses)
 Master's Degree in Business and Information Technologies
 Academic year 2019-2020

1. IDENTIFYING DATA			
Degree	Master's Degree in Business Administration Master's Degree in Marketing Management (Tourism)	Type and Year	Optional. Year 1 Optional. Year 1
Faculty	Faculty of Economics and Business Studies		
Discipline	Complement in Training		
Course unit title and code	M1944 - Fundamentals of Business Organisation		
Number of ECTS credits allocated	2,5	Term	Semester based (1)
Web	http://www.unican.es		
Language of instruction	Spanish	English Friendly	No Mode of delivery Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
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Other lecturers	

3.1 LEARNING OUTCOMES

- Basic notions of the firm as a way to organize the economic activity
- Basic knowledge of the firm as a system
- Basic tools to help in firm's management decisions

4. OBJECTIVES

The purpose of this subject is that students get basic theoretical and practical knowledge about firms' management.

6. COURSE ORGANIZATION

CONTENTS

1	<p>TOPIC 1 The firm as a way to organize the economic activity</p> <p>1.1 The function of the firm</p> <p>1.2 The firm as a system</p> <p>1.3 Functional subsystems of the firm</p> <p>1.4 Business management</p>
2	<p>TOPIC 2 Economic analysis of the firm</p> <p>2.1 Theory of the firm</p> <p>2.2 Theory of transaction costs</p> <p>2.3 Theory of agency</p> <p>2.4 Theory of resources and capabilities</p>
3	<p>TOPIC 3 Organization</p> <p>3.1 Elements and parts of the organization</p> <p>3.2 Efficient design of the organization</p> <p>3.3 Factors of contingency</p> <p>3.4 Organizational forms</p>
4	<p>TOPIC 4 Production</p> <p>4.1 Production management</p> <p>4.2 Decisions on product and service</p> <p>4.3 Decisions on the production process</p> <p>4.4 Decisions on the distribution of the manufacturing plant</p> <p>4.5 Decisions on capacity and location</p>
5	<p>TOPIC 5 Human resources</p> <p>5.1 Human resources management</p> <p>5.2 Staff selection</p> <p>5.3 Staff motivation</p> <p>5.4 Staff development</p>

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
A test to evaluate specific knowledge	Written exam	Yes	Yes	60,00
Resolution of practical exercises and case studies	Written exam	Yes	Yes	40,00
TOTAL				100,00
Observations				
Observations for part-time students				
Evaluation will be done through a final exam divided into two parts: theory (60%) and practice (40%).				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

FUENTES FUENTES M.M., CORDÓN POZO E. (coords.) y OTROS AUTORES (2014): "Fundamentos de dirección y administración de empresas". 3ª ed. Pirámide, Madrid.

GONZÁLEZ DOMÍNGUEZ F.J., GANAZA VARGAS J.D. (coords.) y OTROS AUTORES (2015): "Fundamentos de economía de la empresa". Pirámide, Madrid.

IBORRA M. y OTROS AUTORES (2014): "Fundamentos de Dirección de Empresas Conceptos y habilidades directivas". 2ª ed. Paraninfo, Madrid.