

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 2021-2022

1. IDENTIFYING DATA					
Degree	Master's Degree in Business Administration Master's Degree in Marketing Management (Tourism Businesses)			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				
Name of lecturer	JOSE LUIS FERNANDEZ SANCHEZ				
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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>LESSON 1 The firm as a way to organize the economic activity</p> <p>1.1 The concept of firm</p> <p>1.2 Elements of firms</p> <p>1.3 Aims of firms</p> <p>1.4 Types of firms</p> <p>1.5 Economic analysis of firms</p>
2	<p>LESSON 2 The management-administration function</p> <p>2.1 Management of firms</p> <p>2.2 Business planification: aims and strategies</p> <p>2.3 Decision process</p> <p>2.4 Management control</p>
3	<p>LESSON 3 Stocks and production management</p> <p>3.1 Stocks management</p> <p>3.2 Production management</p> <p>3.3 Aims and decisions in production</p> <p>3.4 Production planification: cost-volume-profit analysis</p>
4	<p>LESSON 4 Organization</p> <p>4.1 Elements and parts of the organization</p> <p>4.2 Organizational forms</p> <p>4.3 Factors of contingency</p>
5	<p>LESSON 5 Human resources</p> <p>5.1 Work organization</p> <p>5.2 Human resources management</p> <p>5.3 Staff motivation</p>

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
A test to evaluate specific knowledge	Written exam	No	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.