

SUBJECT TEACHING GUIDE

783 - Fundamentals of Company 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 2023-2024

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	783 - Fundamentals of Company 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	LESSON 1 The firm as a way to organize the economic activity 1.1 The concept of firm 1.2 Firm components 1.3 The objective of the firm 1.4 Types of firms 1.5 Economic analysis of firms
2	LESSON 2 The management-administration function 2.1 Management of firms 2.2 Business planification: objectives and strategies 2.3 Decision process 2.4 Management control
3	LESSON 3 Stocks and production management 3.1 Stocks management 3.2 Production management 3.3 Objectives and decisions in production 3.4 Production planification: cost-volume-profit analysis
4	LESSON 4 Organization 4.1 Elements and parts of the organization 4.2 Organizational forms 4.3 Contingency factors
5	LESSON 5 Human resources 5.1 Work organization 5.2 Human resources management 5.3 Staff motivation

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Evaluation will be done through a written final exam divided into two parts: theory (60%) and practice (40%).	Written exam	Yes	Yes	100,00
TOTAL				100,00
Observations				
Exams will be done in person or virtually if the health circumstances, or the subject professor, require it.				
Observations for part-time students				
Evaluation will be done through a written 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., GANAHA 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.