

SUBJECT TEACHING GUIDE

794 - Lines of Research in 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 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	Research Orientation Subjects: Lines of Research					
Course unit title and code	794 - Lines of Research in Business Organisation					
Number of ECTS credits allocated	5	Term		Semester based (2)		
Web						
Language of instruction	Spanish	English Friendly	No	Mode of delivery		Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
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3.1 LEARNING OUTCOMES

- Specialization and development of a specific research line in the Business Organisation field.
- Knowledge of the current research lines in the Business Organisation area

4. OBJECTIVES

- Knowledge of the current research lines in the Business Organisation field both in general and in the case of the University of Cantabria research groups.
- Working, developing and becoming specialised in one of the Business Organisation research lines.

6. COURSE ORGANIZATION

CONTENTS	
1	Business Organisation research lines
2	Development and research in one specific research line.

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Description. Development of a Project in one of the Business Organisation research lines.	Work	No	Yes	100,00
TOTAL				100,00
Observations				
Once the different research groups have outlined their Business Organisation research lines , the student will have to develop a project about one of the research lines, under the leadership of one of the researchers (PhD) of that specific research line. The above mentioned project could consist of, for instance, a literature review or the development of empirical studies based on previous research works. The project will be integrated by the following sections: introduction (motivation, objectives and working plan), main body of the work with the necessary sections, conclusions and references.				
Observations for part-time students				
Part-time students will develop a Project in a Business Organisation research line similar to the one developed by full-time students.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

- BASIC
- Cada profesor recomendará la bibliografía y fuentes adecuadas a su línea de investigación