

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

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Other lecturers	ANTONIO MARTIN HERNANDEZ MARIA CONCEPCION LOPEZ FERNANDEZ LADISLAO LUNA SOTORRIO ANA MARIA SERRANO BEDIA GEMA GARCIA PIQUERES RAQUEL GOMEZ LOPEZ JOSE LUIS FERNANDEZ SANCHEZ MARIA OBESO BECERRA ELISA PILAR BARAIBAR DIEZ IGNACIO LLORENTE GARCIA LIDIA SANCHEZ RUIZ MARIA DOLORES ODRIOZOLA ZAMANILLO MARTA PEREZ PEREZ

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