

SUBJECT TEACHING GUIDE

1031 - Business Management

Master's Degree in Industrial Engineering
Master's Degree in Industrial Engineering

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	Master's Degree in Industrial Engineering Master's Degree in Industrial Engineering			Type and Year	Compulsory. Year 1 Compulsory. Year 1
Faculty	School of Industrial Engineering and Telecommunications				
Discipline	Management				
Course unit title and code	1031 - Business Management				
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				
Name of lecturer	GONZALO LLAMOSAS GARCIA				
E-mail	gonzalo.llamosas@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 1. DESPACHO PROFESORES DE SUSTITUCION Y BECARIOS (E123A)				
Other lecturers					

3.1 LEARNING OUTCOMES
<ul style="list-style-type: none"> -- The student will identify the organizational consequences of strategic decisions , including prospective criteria. - The student will be able to develop environment SWOT analysis and propose strategic initiatives . -The student will be able to use the tools associated with the prospective methodology and Balanced Scorecard.

4. OBJECTIVES
<ul style="list-style-type: none"> - The student will practice with the instruments oriented to business decisions. - The student will identify the problems and opportunities that the companies face , both internally and externally. - The student will formalize business and corporate strategies for the company. - The student will be able to plan the control methods of the implemented strategies and its evaluation.

6. SUBJECT PROGRAM	
CONTENTS	
1	Introduction to Strategic Management : Prospective and Balanced Scorecard.
2	Prospective theory . Analysis of Variables.
3	Financial perspective. Market perspective . Internal Processes Perspective.
4	Perspective of Innovation and Technology . Study cases.

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Final exam.	Written exam	Yes	Yes	50,00
Prospective and Balanced Scorecard : Practical cases.	Work	No	Yes	50,00
TOTAL				100,00
Observations				
The minimum grade for the final exam must be 5 (Sufficient). If this grade is not achieved, the marks obtained in the practical group work will be kept until the extraordinary exam.				
Observations for part-time students				
Part-time students must pass the final exam (according to the established minimum grade, 5) as well as a practical work to be developed individually based on Prospective Systematics. The final grade will be obtained as the average of both grades.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
Apuntes de la asignatura. Prospectiva. Michel Godet. Cuadro de Mando Integral. Norton y Kaplan. Navas y Guerras. La Dirección Estratégica de la empresa.