

SUBJECT TEACHING GUIDE

174 - Administration of Companies and Heritage Management Projects

Master's Degree in Historical and Territorial Heritage

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	Master's Degree in Historical and Territorial Heritage			Type and Year	Compulsory. Year 1
Faculty	Faculty of Humanities				
Discipline					
Course unit title and code	174 - Administration of Companies and Heritage Management Projects				
Number of ECTS credits allocated	3	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	IGNACIO LLORENTE GARCIA				
E-mail	ignacio.llorente@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E235)				
Other lecturers	JOSE LUIS FERNANDEZ SANCHEZ				

3.1 LEARNING OUTCOMES
- Achievement of specific knowledge and tools for firms and project management
- Practical application of the knowledge and tools to simulated real situations or scenarios

4. OBJECTIVES
This subject aims to provide to students with the basic knowledge and tools to develop the economic management of firms and/or projects involved in the heritage management

6. SUBJECT PROGRAM	
CONTENTS	
1	The firm: concept and types of firms
2	Investment and financing: the balance sheet
3	Incomes and expenses: the income statement
4	Business administration and projects of heritage management

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Theoretical and practical exam	Written exam	Yes	Yes	50,00
Individual project	Work	No	Yes	50,00
TOTAL				100,00
Observations				
If sanitary circumstances do not allow face to face teaching, tutoring and evaluation, the computer means enabled by the University of Cantabria (Moodle platform and / or Microsoft Teams or Skype for Business) will be used for the three tasks indicated. In the case of students with special needs recognized by SOUCAN, the teacher will assess the application of the recommendations of this body as far as possible, in order to allow the evaluation of said students with the same guarantees as the rest.				
Observations for part-time students				
Evaluation will be done through a final theory and practice exam of (100%).				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
Mateo Dueñas, R. (2004). Creación de Empresas: Teoría y práctica. McGraw-Hill Interamericana de España, Madrid.
Medina Hernández, U. y Correa Rodríguez, A. (2009). Cómo evaluar un proyecto empresarial. Una visión práctica. Díaz de Santos, Madrid.