

SUBJECT TEACHING GUIDE

G1813 - Business Management Techniques: Good Practices

Subjects Offered in English

Academic year 2024-2025

1. IDENTIFYING DATA						
Degree	Subjects Offered in English				Type and Year	Optional. Year 1
Faculty	Faculty of Economics and Business Studies					
Discipline						
Course unit title and code	G1813 - Business Management Techniques: Good Practices					
Number of ECTS credits allocated	6	Term		Semester based (2)		
Web						
Language of instruction	English	English Friendly	No	Mode of delivery		Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	MARIA CANTERO SAIZ
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Other lecturers	JOSE MANUEL FERNANDEZ POLANCO ROSA PATRICIA MARTINEZ GARCIA DE LEANIZ

3.1 LEARNING OUTCOMES

- Know the financial structure of the company and the different sources of financing available to it, as well as their cost.
- Understand the main aspects covered by working capital management.
- Understand the concepts and tools necessary to define the strategic market evaluation and trace the direction of marketing objectives and policies. These concepts include marketing research, understanding consumer behavior, and market segmentation.
- Apply the necessary tools to create and implement effective marketing plans, using the Marketing Mix and the STP model (Segmentation, Targeting and Positioning).

4. OBJECTIVES

The general objective of the subject is to learn some of the fundamental aspects of financing decisions and financial management of the company, as well as the principles and strategies of marketing within it.

6. SUBJECT PROGRAM

CONTENTS

1	BLOCK 1: CORPORATE FINANCE Unit 1: Sources of business financing Unit 2: Working capital management
2	BLOCK 2: MARKETING MANAGEMENT AND CONSUMER BEHAVIOUR Unit 3: Strategic marketing Unit 4: Marketing essentials: An overview

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Practical cases and courseworks "Block 1: Corporate Finance"	Work	No	Yes	30,00
Practical cases and courseworks "Block 2: Marketing Management and Consumer Behaviour"	Work	No	Yes	30,00
Final exam	Written exam	Yes	Yes	40,00
TOTAL				100,00
Observations				
To pass the subject, students must get a minimum average grade of 5 out of 10 and get the minimum grade required in each assessment part. Students who do not pass the subject can resit it in the extraordinary call. Students who do not reach the minimum grade in any of the assessment parts, but whose overall average is at least 5 points, can resit in the extraordinary call the parts where they have not reached the minimum grade only.				
Observations for part-time students				
Part-time students can follow the subject in the same conditions as the rest of the students.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Brealey, R.A.; Myers, S.C. & Marcus, A.J. (2015): Fundamentals of corporate finance. Mc-Graw Hill Education.
Brigham, E. F. & Ehrhardt, M. C. (2008): Financial Management. Theory & Practice (12th Edition). Thomson South-Western.
Peter, J. Paul. Consumer behavior and marketing strategy
J. Paul Peter, Jerry C. Olson. Lugar / ed. / año: Boston ; Madrid [etc.] : McGraw-Hill, cop. 2010.