

## SUBJECT TEACHING GUIDE

### G1813 - Business Management Techniques: Good Practices

#### Subjects Offered in English

Academic year 2022-2023

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	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
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Other lecturers	LIDIA SANCHEZ RUIZ ROSA PATRICIA MARTINEZ GARCIA DE LEANIZ EMILIO PLACER MARURI PRISCILA GUADALUPE PARRA CICERO

### 3.1 LEARNING OUTCOMES

- To understand the basic functioning of marketing, some basic operations management research tools, short term corporate finance decisions and the management of Information Systems.

#### 4. OBJECTIVES

The general objective of the subject is that the students know the main aspects of marketing, learn how to apply some basic operations management research tools, together with learning how to interpret the results, know the main aspects of short term corporate finance decisions and the Systems and Technologies of the Information like Resources that allow to improve the management of the organization.

As a specific objective, students are expected to learn how to plan and use these resources to solve the problems related to the management in the organizations.

#### 6. COURSE ORGANIZATION

##### CONTENTS

1	Business communication and management information systems
2	Marketing management and consumer behaviour
3	Operations management research
4	Corporate finance and working capital management

#### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Module assessment will consist of the realization of a combination of courseworks and practical cases. In case of not passing the module, students will have the opportunity to take a final recovery exam in ordinary and extraordinary examinations.	Others	No	Yes	25,00
Module assessment will consist of solving exercises at the end of the module. In case of not passing the module, students will have the opportunity to solve exercises in ordinary and extraordinary examinations.	Others	No	Yes	25,00
Module assessment will consist of the realization of a combination of case studies, exercises and individual assignments. In case of not passing the module, students will have the opportunity to take a final recovery exam	Others	No	Yes	25,00
Module assessment will consist of the realization of several exercises during the module. In case of not passing the module, students will have the opportunity to do some exercises in ordinary and extraordinary examinations.	Others	No	Yes	25,00
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
The final grade of the subject will be the average of the grades obtained in each of the four modules. To pass the subject, students must get a minimum average grade of 5 out of 10. If the student does not pass the subject, he/she can resit the failed modules in the ordinary and extraordinary Examinations.				
<b>Observations for part-time students</b>				
Part-time students can follow the subject in the same conditions as the rest of the students.				

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

### BASIC

Díaz Domínguez, L; Navarro Huerga, M.A. (2013): Sistemas de información en la empresa. Universidad de Alcalá, Servicio de Publicaciones, D.L. 2013.

Hanna, M.D.; Newman, W.R. (2001): Integrated Operations Management. Adding value to customers. New Jersey: Prentice-Hall. ISBN: 0-13-258526-X.

Heizer, J.; Render, B. (2000): Principles of operations management.

Brealey, R.A.; Myers, S.C.; Marcus, A.J. (2015): Fundamentals of corporate finance. Mc-Graw Hill Education.