

## 27600 - Essences of Management

### Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Year	1
Semester	First semester
Subject Type	Basic Education
Module	---

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.Methodological overview**

The learning process designed for this course is based on a combination of theoretical lectures, teamwork, problem-solving activities and case studies, as well as the discussion of texts and papers.

#### **5.2.Learning tasks**

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**The programme offered to the students to help them achieve the learning results includes the following activities:**

Theoretical classes - 30

Practical classes - 30

Problem-based learning / Laboratory (ICT tool) / Seminars / Tutoring / Student's personal work - 90

150 hours = 6 ECTS

### **5.3.Syllabus**

#### **UNIT 1.-THE COMPANY. CONCEPT AND THEORY**

1.1 -.The company as an economic agent

1.2 -.Management theories

1.3 -. Company models. A company's internal resources

1.4 -. Types of companies

#### **UNIT 2.-THE COMPANY AND THE ENVIRONMENT**

2.1 -. Introduction

2.2 -. Analysis of the general environment

2.3 -. Analysis of the specific environment

2.4 -. Market Study

#### **UNIT 3.- PHYSICAL, TECHNICAL AND TECHNOLOGICAL RESOURCES MANAGEMENT**

3.1 -. Introduction

3.2 -. Types of production processes

3.3 -. Revenue and cost structure

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3.4 -. Localization and distribution of plants

3.5 -. Planning, scheduling and project control

3.6 -. Supply Management

### **UNIT 4 -. FINANCIAL RESOURCES MANAGEMENT**

4.1 -. Introduction

4.2 -. Financial markets and the company

4.3 -. Management of investment resources

4.4 -. Management of funding resources

### **UNIT 5 -. MANAGEMENT PROCESS**

5.1 - The employer. Approaches and concept

5.2 -. The management process

5.3 -. Decision making in the managerial process

5.4 -. Human Resources Management

5.5.-. Practices and policies of Human Resources

### **5.4.Course planning and calendar**

The calendar of theoretical and practical sessions of the subject will be made public on the website of the center. The dates of delivery of papers, assessments and other continuous evaluation activities will be communicated by the lecturer of the subject through the appropriate means (personally In the classroom and through the Digital Ring of the University of Zaragoza). The dates in which the global test will be conducted in both calls will appear on the website of the center.

### **5.5.Bibliography and recommended resources**