

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	2
Semester	First semester
Subject Type	Compulsory
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 that is designed for this subject is based on the use of different teaching methods. For the development of the theoretical classes it will be done primarily using didactic forms exhibition by the teacher, although the autonomous work of the student will also be encouraged from the recommendations and basic orientation of the teacher. In the development of practical classes using teaching methods seeking greater involvement and student participation in the teaching-learning process is encouraged. In any case we will try to encourage interaction both between teacher and student and among students themselves.

27614 - Organization and Management

As support for the coordination of the different groups subject ADD, which will be created the virtual course "ORGANIZATION AND INTERNAL MANAGEMENT" will be used. Through this tool basic working materials as the course syllabus, the teaching guide, the statements of the practical and theoretical and practical exercises requested by the teacher ... will provide information will also be offered on activities and key dates course development and contact details and hours of tutoring from teachers who teach the subject.

5.2.Learning tasks

The program that the student is offered to help you achieve the expected results includes the following activities:

- Theory classes: will primarily use lecture to present the theoretical contents of the subject.
- Practical classes: can implement the knowledge acquired in the theoretical classes and demonstrate the ability to work in group and interpersonal communication skills. The development of practical classes will be based on the use of the case method and solving exercises. However, you can also use other teaching methods such as analysis and discussion of readings in class. For the development of these classes, the group splits, facilitating better monitoring of the learning process of students and increased their participation in class.
- Tutoring in small groups (practices P6 type), on the dates, times and classrooms established for this purpose: they will be dedicated to facilitate the resolution of practical or theoretical and practical exercises proposed by the teacher, trying to encourage interaction between student and teacher.
- Individual or in small groups, in the teacher's office, trying to offer a more direct and personalized support to students to resolve doubts about the theoretical and practical contents of the subject, or to guide them in the study tutorials.

5.3.Syllabus

Part 1. Introduction and basic concept

Lesson 1: DECISION AND ORGANIZATION: AN INTRODUCTION - Decision-making:- Organization- Organization problems

Lesson 2: MOTIVATION AND HUMAN BEHAVIOR -The meaning and scope of rationality in Economics -Rationality and decision making under uncertainty -Social behavior

Part 2. The contractual approach to the study of Organization

Lesson 3: ECONOMIC ANALYSIS OF PRODUCTION AND EXCHANGE - Division of labor and gains from exchange-Transactions and contracts- Market failures (moral hazard, adverse selection, hold up) and organizational solutions.

Part 3. Contexts and tools of organizational design

Lesson 4. COORDINATION IN TEAMS

-Introduction to organization design-Understanding the coordination problem-Solving the coordination problem by the design of information systems

Lesson 5. INCENTIVES IN COALITIONS -Motivation problems in self managed groups -Non-hierarchical solutions to the motivation problem -Hierarchy as alternative to self-management

27614 - Organization and Management

Lesson 6. THE AGENCY RELATIONSHIP-Description and elements of the agency relationship-The contractual problem of implementing the optimal effort of the agent -The contractual problem of efficient allocation of risk (syndicate)-The contractual problem of balancing optimal effort and optimal risk sharing

5.4.Course planning and calendar

5.5.Bibliography and recommended resources