61751 - Theoretical foundations of management and business organizations

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	6.0
Year	1
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

5.2.Learning tasks

5.3.Syllabus

The course will address the following topics:

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Section I: THEORIES AND MANAGEMENT MODELS AND COMPANY ORGANIZATION.

Topic 1. Classical models of Management and Organization.

Topic 2. Current models of Management and Organization.

Topic 3. Models of Management Company and Economic and Social Value Generation.

Section II: BUSINESS AND MARKET STRUCTURES.

Topic 4. Models of Competition Structure and Market Power.

Topic 5. Financial Markets and Enterprise Value.

Section III: OPERATIONS AND COMPETITIVE ADVANTAGE

Topic 6. Flexible production systems.

Topic 7. Agility and supply chain.

Topic 8. Innovation, technology and competitive advantages

5.4.Course planning and calendar

5.5.Bibliography and recommended resources