

## 27600 - Essences of Management

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 27600 - Essences of Management

**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.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

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

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

#### 4.2.Learning tasks

The course includes the following learning tasks:

- Lectures (30 hours)
- Practice sessions (30 hours)
- Problem- based activities and computer lab sessions
- Seminars.
- Tutorials.
- Autonomous work and study (90 hours).

#### 4.3.Syllabus

The course will address the following topics:

- Topic 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.
- Topic 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.
- Topic 3.- PHYSICAL, TECHNICAL AND TECHNOLOGICAL RESOURCES MANAGEMENT
  - 3.1 -. Introduction
  - 3.2 -. Types of production processes
  - 3.3 -. Revenue and cost structure
  - 3.4 -. Localization and distribution of plants
  - 3.5 -. Planning, scheduling and project control
  - 3.6 -. Supply Management
- Topic 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
- Topic 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

#### **4.4.Course planning and calendar**

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the 'Facultad de Economía y Empresa' website, (<https://econz.unizar.es/>); academic calendar: <http://academico.unizar.es/calendario-academico/calendario>

#### **4.5.Bibliography and recommended resources**