

27614 - Organization and Management

Syllabus Information

Academic Year: 2020/21

Subject: 27614 - Organization and Management

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.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 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.

As support for the coordination of the different groups subject ADD, it will be created the virtual course "ORGANIZATION AND INTERNAL MANAGEMENT". 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 ... they will provide information will also be offered on key activities and dates in the course development and contact details and hours of tutoring from teachers who teach the subject.

4.2.Learning tasks

The program is offered to help you to achieve the expected results and it includes the following activities:

- Theoretical classes: we 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.

The teaching methodology will be oriented to face-to-face classes. Although, due to sanitary conditions, the face-to-face classes could be replaced or adapted to on-line classes.

The assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that, the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf

The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

4.3.Syllabus

Topic 1.- THE ORGANIZATION OF THE ECONOMIC SYSTEM: MARKET AND COMPANY

- The organization of the economic system
- Transactions and contracts: The Theory of Transaction Costs
- The nature of the resources and the information situation (ideal conditions and real conditions)

Topic 2.- ORGANIZATION, PROBLEMS OF DECISION AND THE ORGANIZATIONAL PROBLEM

- Concept and elements of the organization
- Individuals and decision problems
- The organization and the organizational problem

Section II: The Conduct of Individuals in Organizations

Topic 3.- THE PROBLEMS OF DECISION WITHIN THE ORGANIZATIONS

- The concept of economic rationality
- Attitudes and behavior against risk
- Social behavior

Section III: Contexts of Organizational Design:

Topic 4.- THE COORDINATION PROBLEM IN THE ORGANIZATIONAL TEAM CONTEXT

- Characterization of the organizational Team context
- Definition of the coordination problem
- Organizational design through information and communication flows
- Organizational design through structuring activities

Topic 5.- THE PROBLEM OF MOTIVATION IN THE ORGANIZATIONAL COALITION CONTEXT

- Characterization of the organizational Coalition context
- Definition of motivation or incentive problem
- Organizational design to solve the problem of Coalition

Topic 6.- THE AGENCY RELATIONSHIP

- Definition of the agency relationship
- The problem of achieving efficient effort
- The problem of efficient risk allocation
- The problem of agency itself

4.4. Course planning and calendar

The schedule of sessions will be made public on the website of the center and the Digital Teaching Ring (ADD). Applications for volunteer work or other activities shall be communicated by the professor through appropriate means.

5.4. Planning and scheduling	Distribution	Credits
CLASSROOM ACTIVITIES		2,4
Theoretical classes	2-hour sessions per week (30 hours)	1,2
2-hour sessions per week (30 hours)	2-hour sessions per week (30 hours) (in groups splitted)	1,2
OTHER ACTIVITIES (CLASSROOM OR NOT)		3,6
Assistance group tutorials	2 activities 2 presential hours	0.16
Final exam	1 exam 2.5 hours	0,1
Personal work includes test preparation	83.5 hours	3.34

The calculations were performed considering 15 weeks

4.5. Bibliography and recommended resources