

## 27614 - Organization and Management

### Syllabus Information

**Academic year:** 2024/25

**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

The main goal of this subject is for the student to know and understand, on the one hand, the economic nature and the reason of being of the intermediate organisation called a company and, on the other hand, the basic aspects of the organisational design problem (coordination and motivation problems) that limit its efficiency, as well as the main solutions proposed.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of the goals: Goal 4: Quality Education; Goal 8: Decent work and economic growth; Goal 9: Industry, Innovation and Infrastructure.

### 2. Learning results

The student, in order to pass this subject, must demonstrate the following results:

- To be able to explain the meaning and reason of the company in the economic system.
- To be able to explain the difference between a decision problem and an organizational problem.
- To be able to describe the key elements that economic agents consider in their decision making processes and to predict the choice, from a set of alternatives, of different types of economic agents.
- To know how to define the concept of economic transaction and to be able to identify different types of transactions according to their organizational complexity.
- To list the mechanisms available to regulate transactions and to be able to identify which are the most appropriate for each type of transaction.
- To identify and to be able to explain the basic organizational problems that arise within organizations: coordination problem and incentive problem.
- To be capable of proposing different mechanisms for the resolution of basic organizational problems that arise within organizations.

### 3. Syllabus

Part I: Individuals and Organizations: Decision Problems and Organizational Problem

UNIT 1.- The Role of the Company in the Organization of the Economic System

UNIT 2.- Problems of Decision Making by Individuals within Organizations

Part II: Coordination and Motivation Problems in different Organizational Design Contexts

UNIT 3.- The Coordination Problem in the Team Organizational Context

UNIT 4.- The Motivation Problem in the Coalition Organizational Context

UNIT 5.- The Motivation Problem in the Agency Organizational Context

### 4. Academic activities

The training activities of the course include theoretical classes, based primarily on lectures; practical classes, based on the resolution of assumptions, exercises and case studies; and individual or small group tutorials, in which offers support in a more personalized way. The following distribution of hours is expected among the different academic activities:

Master classes: 30 hours

Practical classes: 30 hours

Personal Study: 86 hours

Tests Assessment: 4 hours

6 ECTS = 150 hours

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

## 5. Assessment system

The subject will be evaluated by means of a **GLOBAL** evaluation system in both first and second call.

This system consists of a theoretical-practical examination, to be held on the official dates established by the center. This exam will have a maximum score of 10 points and will consist of two parts: Part 1 (Topics 1 and 2) and Part 2 (Topics 3, 4 and 5). Each of these parts will be valued with a maximum score of 5 points.

In the **first call**, those students who wish to do so may advance 40% of their grade (maximum 4 points) by completing a series of activities (A) throughout the semester. These activities (A) consist of a series of short tests . The number of tests of this type will be between 10 and 15, choosing for the calculation of the grade 80% in the that student has obtained the best grade (all of them scored out of 10 points) and having all of them the same weighting in the final grade.

Those students who have completed the anticipated activities (A), must obtain a minimum grade of 4 points in the theoretical-practical exam (B) out of 10 points. In this case, the exam (B) will account for 60% of the grade. Thus, fulfilling this requirement, students will pass the course if  $0.4*A+0.6*B$  or  $1*B$  is equal to or higher than 5 points, with the best grade prevailing in any case.

In the **second call** the evaluation system consists of a global theoretical-practical test (C) (similar to exam B of the first call). That is, a 10-point overall test consisting of two parts: Part 1 (Topics 1 and 2) and Part 2 (Topics 3, 4 and 5). Each of these parts will be valued with a maximum score of 5 points. Those students who obtain at least a score of 5 points with the sum of both parts will pass the course in the secondcall.

In the event that the student has carried out, throughout the semester, any of the proposed activities (A), the highest score between  $0.4*A+0.6*C$  (provided that the mark for the overall test C is higher than 4 points out of 10) and  $1*C$  will be chosen.

In addition, all those students who do not pass the subject in the first call, but who have obtained a minimum of 4 points out of 10 in Parts 1 or 2 of the global test B, will be able to release that part for the second call, presenting only the part not passed. If you choose to take both parts of the theoretical-practical exam (C), the best of the weighted grades will prevail , maintaining the minimum of 4 points out of 10 to be able to take into account the tests (A)in the final calculation of the grade.

### **Valuation criteria**

The resolution of the theoretical-practical exams (B and C) and the short tests (A) will be assessed by the teacher taking into account both the precision and completeness of the answers and the student's expository capacity; assessing with these activities the learning of the content of the subject.

## 6. Sustainable Development Goals

4 - Quality Education

8 - Decent Work and Economic Growth

9 - Industry, Innovation and Infrastructure