

61751 - Theoretical foundations of management and business organizations

Syllabus Information

Academic year: 2024/25

Subject: 61751 - Theoretical foundations of management and business organizations

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

The objective of this course is to offer a comprehensive vision of the research in the field of business management and organization, going in depth into the different existing approaches. This is based on the knowledge acquired in the undergraduate courses in the subject and develops this knowledge by focusing on aspects that have hardly been addressed before.

The subject deals with the theories and theoretical models of business management and organisation that have shaped the basic body of knowledge in the field. It has an essentially academic orientation, using basic texts and research published in academic journals. The conceptual framework is completed with the most advanced approaches in functional areas of the company such as organizational structures, production and process management, quality and management styles.

2. Learning results

Upon completion of the subject, the student will acquire knowledge of the fundamental works, including different approaches, from the theoretical point of view and their relevance in the field of business organization.

More specifically, the student will acquire the following learning results:

- To know the different theories and models of business management and organization within the framework of different schools and institutional environments.
- To understand the relationships between companies, the state and the market as determinants of the environment in which companies develop their activities.
- To know the theories and models for the analysis of value creation in companies and institutions.
- To be able to assess the different paradigms of business production and identify the most appropriate context of implementation and its effects on competitive advantage.
- To know the main technological decisions of the companies and their implications for their management and organization.

3. Syllabus

PART I: THEORIES and MODELS OF BUSINESS MANAGEMENT and ORGANIZATION.

- Classical models of management and organization.
- Current management and organization models.
- Company management models and economic and social value generation.

PART II: FIRMS AND MARKET STRUCTURES.

- Competition models, structure and market power.
- Resource markets and enterprise value.

PART III: OPERATIONS AND COMPETITIVE ADVANTAGE

- Flexible production systems.
- Agility and supply chain.
- Innovation, technology and competitive advantages.

4. Academic activities

The training activities of the subject are divided into:

- Classroom lecture and discussion of content (60 hours; 100% attendance)
- Seminars, tutorials and student's personal work: (90 hours; attendance 0)

These activities are developed throughout the term as follows, in order to help the student achieve the expected results: lectures by the teacher, presentation and discussion of readings and papers assigned to the students as well as discussion of approaches, methodologies and conclusions of the latter.

5. Assessment system

The student must demonstrate achievement of the intended learning results through the following assessment activities:

Continuous assessment: In the first call, the student will be offered the possibility of continuous assessment through a portfolio of activities developed during the classes, which will include

1. Submitting short written summaries of readings (assigned by the lecturer) or exercises.
2. Classroom dynamics around different academic topics and discussion of academic articles.
3. Presentation of individual or group work.

Global test: Students who do not opt for continuous assessment, do not pass the subject by this method or who wish to improve their grade are entitled to take the global test which will consist of a written test including open-ended questions about the contents of the syllabus and all the readings worked on during the term. In the second call, the assessment will be carried out by means of a global test of the same characteristics as that of the one mentioned above.

6. Sustainable Development Goals

- 4 - Quality Education
- 8 - Decent Work and Economic Growth
- 9 - Industry, Innovation and Infrastructure