

61773 - Intellectual Capital: An Experimental Focus

Syllabus Information

Academic year: 2024/25

Subject: 61773 - Intellectual Capital: An Experimental Focus

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

The main objective of this course is to train analysts and professionals through technical and managerial specialization in the areas related to human capital in organizations in its multiple facets: (1) the strategic management of people in both private and public organizations; (2) the design, implementation, and evaluation of people management practices; (3) organizational behavior.

2. Learning results

1. To know and apply human resource management practices and policies from a global and multidisciplinary perspective, within a framework that guarantees the competitiveness of organisations and the maximum development of people, while respecting the rights of all the agents involved.
2. To interpret the main results obtained in research papers or case studies and develop new ideas and approaches.
3. To design and manage experimentation procedures in the field of people development.
4. To analyse and comprehensively understand the decision making process
5. To work in multidisciplinary and multicultural teams
6. To develop critical thinking
7. To design and conduct an applied research study in people management.

3. Syllabus

BLOCK 1.- People management and leadership

BLOCK 2.- Organizational behaviour

BLOCK 3.-PeopleAnalytics

BLOCK 4.-Research methodology applied to people management.

4. Academic activities

- 1.-Participatory Master Class (10h): The concepts of the subject will be presented with a practical and interactive orientation.
- 2.-Discussion of cases and articles applied to each topic (19h): The proposed cases will be analysed with the teacher in order to enhance training on decision making.
- 3.-Study and personal work (30h)
- 4.- Preparation of reports related to the final project (10h)
- 5.-Assessment tests (6h)

5. Assessment system

The subject will be assessment by the continuous assessment system by means of the following activities:

Teaching assignments to be assessed and distributed throughout the term (50% of the grade)

The following aspects will be assessed:

- a. Preliminary preparation of the case or article
- b. Handling of people management policy and practice design tools.
- c. Analysis and extrapolation of the case to other environments
- d. Report presented in each case
- e. Student participation

Project (50% of the grade)

A teamwork will be proposed to be developed throughout the subject. The evaluation will assess the critical and analytical capacity of the students, their ability to work in teams and communicate the results.

If the student does not pass or does not submit these activities during the semester, they will have the opportunity to pass the subject by means of a global individual written test in the two official calls.

6. Sustainable Development Goals

- 3 - Good Health & Well-Being
- 4 - Quality Education
- 8 - Decent Work and Economic Growth