

Master in Industrial Engineering

Course information

Year 2018-19

GENERAL SPECIFICATIONS				
English name				
Business Administration and Management				
Spanish name				
Administración y Gestión de Empresas				
Code		Type		
1140301		Compulsory		
Time distribution				
	Total	In class	Out class	
Working hours	125	50	75	
ECTS: 5				
Standard group		Small groups		
	Classroom	Lab	Practices	Computer classroom
4	1	0	0	0
Departments		Knowledge areas		
Business Management and Marketing		Business organization		
Year		Semester		
1º		1º		

TEACHING STAFF			
Name	E-Mail	Telephone	Office
Nuria Toledano	toledano@dem.uhu.es	959 217539	FCP1-04 and New assignment

SPECIFIC INFORMATION OF THE COURSE
1. Contents description
1.1. In English:
Global management, change management in organizations. Business cultura and change management. Strategic Direction; corporate finance, finance management. Cost systems. Marketing. Marketing management. Strategic and operative marketing. Digital marketing. Leadership: Globalization and international markets. International projects management and creation of alliances. Open innovation, connectivity and collaborative work. Technological innovation.
1.2. In Spanish
Gestión global; gestión del cambio en las organizaciones. Cultural empresarial y gestión del cambio. Dirección estratégica; dirección financieras, sistemas de costes. Marketing. Dirección de marketing. Marketing estratégico y operative. El marketing digital. Liderazgo. Globalización y mercados internacionales. Gestión de proyectos de internacionalización y constitución de alianzas. Innovación abierta, conectividad y trabajo colaborativo. Innovación tecnológica.
2. Background

2.1. Situation within the Degree:
The subject provides a global perspective from the business and its current context; its opportunities and key aspects in the framework of a global economy.
2.2. Recommendations:
Some previous knowledge in the functional areas of the business.
3. Objectives (as result of teaching):
<p>After finishing the course the students should be able to:</p> <ul style="list-style-type: none"> - Think critically about the problems that the business faces in the current global context. - Understand, from a wide perspective, the social and economic environment in which entrepreneurial activities take place. - Analyze the opportunities and threats that the global environment brings to the entrepreneurial activity. - Communicate in a more professional way, knowing the main leadership abilities and the skills for discussing and making decisions in the entrepreneurial context.

4. Skills to be acquired
4.1. Specific Skills:
<p>CEG01: Knowledge and skills for organizing and managing businesses CEG02: Knowledge and strategic skills for planning in the framework of organizational structures CEG04: Knowledge for finances and costs.</p>
4.2. General Skills:
<p>CB7: Students should be able to apply the knowledge acquired in new environments. CB8: Students should be able of integrating diverse knowledge to think critically with limited information about social ethical responsibilities. CG03: Students should be able to manage multidisciplinary teams. CG05: Students should be able to develop strategic plans and to apply them to constructive, production, quality and environmental systems. CG06: Students should be able to manage projects from a technical and economical perspective, as well as facilities, plants, business and technological centers. CG07: Students should be able to develop functions of management in businesses. CT9: Students should be able to analyze critically.</p>

5. Training Activities and Teaching Methods
5.1. Training Activities:
<ul style="list-style-type: none"> • Theory sessions on the content of the program. • Sessions of cases-study/problems analysis/resolution through articles published in the discipline. • Practices to approach industrial reality. • Debates, presentations, and several tasks academically guided; evaluation activities.
5.2. Teaching Methods:
<ul style="list-style-type: none"> • Participatory master class. • Case-study/problems analysis/ resolutions.

- Collective tutorials and direct interaction teacher-students.
- Proposals, realizations, tutoring and presentations of assignments.

5.3. Development and Justification:

Theory sessions on the content of the program: the main concepts of the subject will be explained by the professor. Sessions of cases-study/problems analysis/resolution through articles published in the discipline: group discussions associated with cases of businesses that can provide teaching related to the topics discussed in the theory sessions. Debates, presentations, and several tasks academically guided; evaluation activities: discussions about current topics in the business arena.

6. Detailed Contents:

1. Introduction to the philosophical approaches to economics and business
 - Business philosophy
 - Main approaches
2. The business in a global economy
 - Globalization and Global businesses
 - Business in international markets
3. Organizational culture; ethical and social culture
 - Concepts
 - Ethical and moral culture as basic principles in the organizational culture.
 - Entrepreneurial culture and social entrepreneurial culture
4. Change management and Innovation in businesses
 - Concepts
 - Organizational change
 - Innovation
5. Leadership and Decision making
 - Concepts, characteristics and evolution of leadership
 - Leadership styles and perspectives
 - Leadership and decision making in conflictive situations
 - Corporate governance
6. Costs and Finances
 - The business from a cost perspective and cost management
 - Transaction costs
 - Ecological costs.
7. Marketing
 - Concepts and evolution
 - Relational and digital Marketing
 - Industrial Marketing

7. Bibliography

7.1. Basic Bibliography

- Steger, M. (2003): Globalization: a very short introduction. Oxford University Press.

- Cristensen, Clayton M. (2000) The innovator's Dilemma. Harvard Business Review Press
- Schein, E.H. (2004) Organizational culture and leadership. John Wiley & Sons, Inc.
- Additional bibliography for each theme.

7.2. Additional Bibliography:

- Friedman, T.L. (2005). It is a flat world after all. New York Times Magazine.
- Ghemawat, P. (2010). World 3.0: Global prosperity and how to achieve it. World Future View
- Oviatt, B.M y McDougall PP: (1994). Toward a theory of international new ventures. Journal of International Business Studies, 25(1),45-62.
- Hausman, D; McPherson, M. (2006). Economic Analysis, Moral Philosophy, and Public Policy. Cambridge: Cambridge. University Press.
- Additional bibliography for each theme.

8. Systems and Assessment Criteria

8.1. System for Assessment:

- Exam theory/cases/problems
- Personal (and/or group) work .

8.2. Assessment Criteria and Marks:

- Exam: 70% (CEG01, CEG02, CG04)
- Personal (and/or group) work: 30% (CB7, CB8, CG03, CG05, CG06, CG07, CT9)