

# Master in Industrial Engineering

## Course information

Year 2019-20

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

| TEACHING STAFF |  |            |          |
|----------------|--|------------|----------|
| Name           | E-Mail   | Telephone  | Office   |
| Nuria Toledano | <a href="mailto:toledano@dem.uhu.es">toledano@dem.uhu.es</a> | 959 217539 | ETSI-262 |

| SPECIFIC INFORMATION OF THE COURSE  |
|---|
| <b>1. Contents description</b>  |
| 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. |
| <b>2. Background</b>  |
| 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):**

After finishing the course the students should be able to:

- 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:**

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.

**4.2. General Skills:**

CB7: Know how to apply the acquired knowledge and problem-solving skills in new or unfamiliar settings within broader (or multidisciplinary) contexts related to their area of study.

CB8: Be able to integrate knowledge and face the complexity of making judgements from information that despite being incomplete or limited include reflections on the social and ethical responsibilities associated with the application of their knowledge and judgements.

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.

**5. Training Activities and Teaching Methods**

**5.1. Training Activities:**

- Theory sessions on the content of the program.
- Problem Solving Sessions.
- Activities Academically guided by the Faculty: seminars, conferences, development of works, debates, collective tutorials, evaluation activities and self-evaluation.

**5.2. Teaching Methods:**

- 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 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:

- a) Evaluation during the course:
  - Exam: 70% (CEG01, CEG02, CG04)
  - Personal (and/or group) work: 30% (CB7, CB8, CG03, CG05, CG06, CG07, CT9)
- b) Final single evaluation: Exam: 100%