

DESCRIPTION OF INDIVIDUAL COURSE UNIT

BUSINESS MANAGEMENT TECHNIQUES: GOOD PRACTICES

1. GENERAL DESCRIPTION

| | | |
|---|---|---------------|
| Course Title | Business Management Techniques: Good Practices | |
| Faculty | Faculty Of Business And Economics | |
| General Classification | Diploma In European Business And Economics | |
| Course code | 5593 | |
| Type of course (Core/Compulsory/Elective) | ELECTIVE | |
| Number of credits expressed as student workload (ECTS) | 5 | |
| Year of Course / Semester | 2010/2011 | Second |
| Web | | |
| Language of Instruction | English | |
| Teaching Methods | <p>The class will consist of lectures on basic material coupled with examples and case studies along with applied problems for each section.</p> <p>The content of the module is structured to provide a varied learning environment. Participants will be encouraged to share their experiences, ideas and work with others to explore new ways of thinking.</p> <p>The module will be conducted by offering different types of lectures; activities in small groups; practicals, case studies, topic based discussions and oral presentations</p> | |

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|----------------------------------|--|--------------------------------|
| Department | | Business Administration |
| Area of Knowledge | | |
| Teaching Group | | |
| Course coordinator | Prof. Dr. Margarita Alonso | |
| Other teaching professors | Prof. Dr. Pedro Solana González Prof. Dr. Ignacio Rodríguez del Bosque Prof. Dr. María Sarabia Alegria Prof. Dr. Mercedes Carro Arana Prof. Gemma Hernando Moliner | |

2. PRE-REQUISITES AND ADVICE

None

3. COURSE OBJECTIVES

Learning goals related to

Methodological Competence:

This course will take an analytical and practical approach to Business Management (Marketing, Accounting, Information and Communication Technologies, Management Operations and Organisational Behaviour) but there will be a strong focus on applications and case studies in both the classroom and the course work.

Social Competence:

All students are expected to actively participate in class. Many classes are interactive and based on analysing case studies. Students are asked to form small groups to attempt to resolve the business management problem.

Personal Skills:

The course will consist of lectures on basic material coupled with practical examples (Managerial implication Business Management Benchmarking), case studies and an applied problem in each section to develop analytical skills.

| 4. TEACHING METHODS | |
|---|-----------------------------|
| ACTIVITIES | HOURS (PER SEMESTER) |
| ACTIVITIES IN PRESENCE | |
| ATTENDANCE (A) | |
| • Theoretical Lessons (TE) | 27 |
| • Practical Lessons (PA) | 0 |
| • Seminar Attendance (PL) | 6 |
| Subtotal | 33 |
| SCHEDULED TIME WITH THE LECTURER (B) | |
| • Tutorials (TU) | 5 |
| • Examinations (EV) | 7 |
| Subtotal | 12 |
| Total activities in presence (A+B) | 45 |
| GUIDED ACTIVITIES | |
| • Group Work (TG) | 40 |
| • Tasks and Assignments (TA) | 40 |
| Total Guided Activities | 80 |
| TOTAL AMOUNT OF WORK MEASURED IN HOURS | 125 |

5. COURSE CONTENTS

| THEORETICAL AND PRACTICAL COURSE CONTENTS | TE | PA | PL | TU | EV | TG | TA |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| MODULE 1: The Nature of Strategic Management | 3 | | | | | 4 | 4 |
| MODULE 2: Organizational Behaviour | 4 | | | 1 | 1,4 | 4 | 4 |
| MODULE 3: Business Communication | 2 | | | 1 | 1,4 | 5 | 5 |
| MODULE 4: Business Models | 2 | | 6 | 1 | 1,4 | 9 | 9 |
| MODULE 5: Knowledge Management | 2 | | | | | 2 | 2 |
| MODULE 6: Marketing management: new trends | 3 | | | | | 4 | 4 |
| MODULE 7: Behaviour and marketing strategies | 4 | | | 1 | 1,4 | 4 | 4 |
| MODULE 8: International Accounting Harmonization | 3 | | | | | 4 | 4 |
| MODULE 9: International Financial Reporting Standards | 4 | | | 1 | 1,4 | 4 | 4 |
| TOTAL AMOUNT OF WORK MEASURED IN HOURS | 27 | | 6 | 5 | 7 | 40 | 40 |

| 6. ASSESSMENT METHODS | |
|--------------------------------------|------------|
| PERCENTAGE IN THE FINAL MARKS | % |
| Continuous Evaluation | |
| Group work. Student presentations | 80 |
| Final Exam | |
| Written exam | 20 |
| TOTAL | 100 |
| FINAL OBSERVATIONS | |
| | |

| 7. RECOMMENDED READING |
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| CORE TEXTS |
| <p>Allee, V.(2002). The future of knowledge: Increasing prosperity through value networks. Oxford: Butterwoth-Heinemann</p> <p>David, F. (1997). Concepts of Strategic Management. Prentice Hall: New Jersey.</p> <p>International Accounting Standards Committee Foundation (IASCF) (2006): Accounting Standards Committee Foundation (IASCF) (2004). Conceptual Frameworks, IASCF Publications, London.</p> <p>Kotler, P. (2003). Marketing Management, Prentice Hall.</p> <p>Shapiro, C.; Varian, H.R. (1999). Information Rules. A strategic Guide to the Network Economy. Harvard Business School Press</p> <p>Van Horne, J.C.; Wachowicz, J.M. (1995). Fundamentals of financial management. 9th edition. Prentice Hall.</p> |