

- ▶ Department: Business run by ESCOEX International Business School,
- ▶ Status: Common
- ▶ Credits: 10
- ▶ Level 5 Organiser: Francisco Rodríguez Higuera
- ▶ Pre-Requisites: Organisational Behaviour

Overall Aims and Purpose

The objective of this subject consists in helping the student obtain a deep knowledge about the management and administration of companies and to develop the capacity to analyse administrative processes such as planning, organisation, management and control of the organisation resources.

In order to achieve this, the student must acquire such knowledge through searching and analysing current articles in the financial press and specialists magazines in the chosen area. In addition, this is complemented with an assignment each term which allows a global vision of the material that has been studied.

Indicative Content

1. On completing this subject, the student should be able to understand the following aspects:

1. Introduction to Management
2. Planning
3. Decisión making process
4. Integration of personnel
5. Control system and process
6. Introduction to management theories
7. Current organisational environment
8. Organisational structure
9. Authority, delegation and decentralisation
10. Management in organisations

Assessment Methods

One exam 60%

One coursework comprising two parts 40%

Teaching and Learning Strategy

The concepts will be taught with a practical vision, although the theoretical base is obviously necessary in order to obtain a solid knowledge of the subject. During the course the student will carry out several activities such as internet searches, debates about related articles, solving cases in groups etc.. with the objective to gain a more realistic vision of management and organisations. Finally we will use the Extranet as a tool for interchanging information regarding assignments, published articles in specialist magazines and further documentation of interest to the student. It may also be used as a consultative mechanism through which experiences, doubts, questions and answers can be exchanged.

200 notional learning hours comprising 112 hours classroom-based and 88 hours tutor-directed student learning.

Key Skills Taught

D1: Communication and presentation skills including audio, oral and written, using a range of methods D3:

Interactive and group skills including team projects and presentations; leadership, team building, influencing and project management skills together with skills of effective listening, negotiating, persuasion and presentation

D4: Problem solving skills including identifying, formulating and solving business problems; the ability to create, evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations

D5: The ability to self-appraise and reflect on practice including the development of skills associated with critical reflection

D6: The ability to plan and manage learning in terms of time, behaviour, motivation, self-starting, individual initiative and enterprise

Indicative Reading

Essential Reading:

1. Koontz, H.; Wehrich, H. y Cannice, M. (2014). "Administración: Una perspectiva Global y Empresarial", Editorial Mc Graw Hill, México, 14va. Ed.
2. Robbins, S. y Coulter, M. (2011). "Administración". Prentice Hall, México, 10ª edición.
3. Aguirre, Castillo y Tous (2003). "Administración de organizaciones en el entorno actual". Ed. Pirámide.
4. Clegg, S., Kornbergen, M. y Pitsis, T. (2005). "Managing and organizations an introduction to theory and practice". Ed. Sage Publications, London.
5. Hitt, M., Black, J. y Porter, L. (2006). "Administración". Ed. Pearson Educación, México.
6. Koontz, H. y Wehrich, H. (2003). "Administración, una perspectiva global". Editorial Mc Graw Hill, México, 12va. Ed.

Recommended Reading:

1. Catmull, E. y Wallace, A. (2014). "Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration".
2. Cuervo García, A. (2001). "Introducción a la administración de empresas". Ed. Cívitas. 4ª Edición.
3. Drucker, P. (2002). "La gerencia: tareas, responsabilidades y prácticas". Editorial El Ateneo, Buenos Aires, 1ª Edición.
4. Drucker, P. y Maciariello, J. (2007). "El ejecutivo eficaz". Editorial Alienta, Barcelona, 1ª Edición.
5. Kawasaki, G. (2013). "El arte de empezar: el libro para emprendedores más útil escrito hasta la fecha" Editorial Ilustrae.
6. Maslow, A. (2005). "El management según Maslow". Ed. Paidós.
7. Nelson, B. y Economy, P. (2005). "La Biblia del management". Ed. Deusto.
8. Robbins, S. (2002). "Fundamentos de administración: conceptos esenciales y aplicaciones". Pearson Education, México.
9. Stoner, J. (2003). "Administración". Pearson Education, México.

Journals:

1. Harvard Business Review
2. Expansión
3. Emprendedores
4. Mercado
5. Actualización Gerencial

6. MIT Sloan Management Review
7. Journal of International Business Studies
8. Directivos y Empresas

WEB:

1. www.emprendedores.es
2. www.emprendedores.wanadoo.es
3. www.expansiónyempleo.com
4. www.administrativedigest.com
5. www.especialdirectivos.es
6. www.elpais.com/articulo/empresas/leen/directivos^{3º}