

Academic Year: ( 2018 / 2019 )

Review date: 08-05-2018

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

## OBJECTIVES

This course is an introduction to organizational design and business strategy. The course attempts to provide the following competencies to students:

- Understanding and analyzing the challenges faced by organizations with respect to the management of their workforce
- Understanding the link between management and organizational structure
- Understanding the basic elements of organizational structure and fundamental factors of organizational design
- Understanding the link between strategy and structure/design
- Analyzing the constitution process of firms competitive advantage
- Understanding the link between management, structure and strategy

## DESCRIPTION OF CONTENTS: PROGRAMME

Introduction to Organization and Management  
 The evolution of Organization Theories  
 Organization Design and departamental structures  
 Management in Tourims companies  
 Model of five competitive forces  
 Competitive advantage

## LEARNING ACTIVITIES AND METHODOLOGY

Every week there will be a theory session (in a large group) and a practical session (in a small group), except the final weeks where they will class presentations. Students must study the contents of each theory session after the session takes place. Case studies must be prepared before the corresponding practical sessions. Practical sessions will be devoted to discuss and provide solutions to the exercises that students will have previously worked at.

The course understands management as a practice, being the distribution of the activities as follow:

- Individual participation (1 credit)
- Teamwork & managing conflict skills (2 credits)

## ASSESSMENT SYSTEM

In order to compute the weighted average of all marks, it is required to obtain 4 or more points in the final exam. Otherwise, the student will not pass the course

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

## BASIC BIBLIOGRAPHY

- Daft, R.L. Organization. Theory and Design, Cengage Learning, 2015
- Daft, R.L.; Murphy, J.; Willmont, H. Organization: Teory and Design, Cengage Learning, 2010
- Gomez-Mejía, LR ;Balkin, DB ; Cardy, RL Management, McGraw-Hill, 2005
- Mintzberg, H. Structuring in Fives, Prentice-Hall, 1992

