

Academic Year: (2019 / 2020)

Review date: 27-03-2019

Department assigned to the subject: Business Administration Department

Coordinating teacher: ALVAREZ GIL, MARIA JOSEFA

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 1

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

1. Introduction to Management
2. The evolution of Management Theory
3. Formal and Informal Organization
4. The design of organization: parts, coordination mechanisms and job design
5. Departmentalization.
6. The decentralization of authority
7. Competitive Strategy. The five forces
8. Competitive Strategy. Differentiation and cost strategy
9. Corporate Strategy

LEARNING ACTIVITIES AND METHODOLOGY

Every week there will be a theory session (in a large group) where it will introduce the theoretical frameworks and a practical session (in a small group) where it will apply these concepts in case studies.

Case studies must be prepared before the corresponding practical sessions (individual or teamwork depending on the case). Practical sessions will be devoted to discuss and provide solutions to the exercises that students will have previously worked at.

ASSESSMENT SYSTEM

The final grade will be computed as the weighted sum of the following:

Continuous assesment (40%)

Final exam (60%)

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.

There will be a mid-term exam which represents 15% within the 40% of continuous assesment. If the student does not take this mid-term exam, he/she will lose this percentage in his/her final grade, except if the student provides an oficial justification.

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals...):	40

BASIC BIBLIOGRAPHY

- Daft, R.L. Organization. Theory and Design, Cengage Learning, 2015
- H Mintzberg Structuring in Fives, Prentice-Hall, 1992
- LR Gomez-Mejía, DB Balkin Management, Pearson, 2012