

Academic Year: ( 2022 / 2023 )

Review date: 09-05-2022

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

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 organization: Management Theories
3. Organizational structure and design
4. Introduction to strategy
5. Porter's five forces
6. Competitive Strategy.
7. 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 evaluation system is organized as follows:

Exercises\Cases studies: 10%

Project: 15%

Quiz (1): 15%

It is required to obtain a minimum of 4 points over 10 to add the continuous assessment grade to 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
- LR Gomez-Mejía, DB Balkin Management, Pearson, 2012
- Mintzberg Structure in 5's: A Synthesis of the Research on Organization Design. , Journal: Management science, 26(3), 322-341. 1980.

