



Diligencia para hacer constar que el presente programa es el depositado por el Dpto. en este Centro.  
El Secretario del Centro: José Ángel Pérez López

# ADMINISTRACIÓN Y DIRECCIÓN

## (ENGLISH)

### DIPLOMATURA DE CIENCIAS EMPRESARIALES

#### Coordinator

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(Profesor Universitario Asimilado a Colaborador a tiempo completo)

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## • **MISSION AND OBJECTIVES FOR THE SUBJECT**

The **mission** of this subject is to show a normative model of the manager's work. The aim of the model is to help the becoming managers thinking systematically and behaving ethically. The teaching environment is designed to make easier the student's participation and discussion.

To achieve this mission, we have to reach the following **objectives**:

- To justify the need for studying management
- To delimitate the following concepts: culture, ethic, social responsibility, etc; in order to show how they can affect the manager's work
- To analyze the manager's work essence, that is, decision making. We will focus in individuals and groups as decision makers, and we will study some tools to support this decision making.
- To comment the evolution of motivations and leaderships theories
- To identify and to define some questions we have to answer in order to design the structure of an organization
- To show basic notions on Strategic Management: concept, process, strategic levels, etc.
- To define what control is and which tools can be used to controlling

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## • **BRIEF CONTENTS**

- UNIT 1.- Introduction to management and organizations
- UNIT 2.- Organizational structure and design
- UNIT 3.- Motivating employees
- UNIT 4.- Foundations of behaviour
- UNIT 5.- Organizational culture and the environment
- UNIT 6.- Leadership
- UNIT 7.- Understanding groups and teams
- UNIT 8.- Social responsibility and management ethics
- UNIT 9.- Foundations of planning
- UNIT 10.- Strategic management
- UNIT 11.- Foundations of control
- UNIT 12.- Decision making: the essence of manager's job

## • **BIBLIOGRAPHY**

### **Basic**

- ROBINS, S.P. & COULTER, M. (2005): *Management*, Pearson Prentice Hall, New Jersey

### **Readings and other books**

- WHITE, C. (2004): *Strategic Management*, Palgrave Macmillan, New York
- LINSTEAD, S. (2004): *Management and organization: a critical text*, Palgrave MacMillan, New York
- MINTZBERG, H. (1979): *The structuring of organizations: a synthesis of the research*, Englewood Cliffs, N.J. Prentice-Hall
- MINTZBERG, H. (1973): *The nature of managerial work*, New York [etc.] Harper and Row

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- DÍEZ DE CASTRO, E.P., GARCÍA DEL JUNCO, J., MARTÍN JIMÉNEZ, F., PERIÁÑEZ CRISTÓBAL, R. (2001): *Administración y Dirección*, Mc-Graw Hill, Madrid.
- MARTÍN JIMÉNEZ, F., TAMAYO GALLEGOS, J.A., ROS PADILLA, M., QUIRÓS TOMÁS, J., MARTÍNEZ TORRES, R., DÍAZ FERNÁNDEZ, C. (2002): *Administración: una visión práctica*, Edición Digital @ tres, S.L.L., Sevilla.
- ROBBINS, S. y DECENSO, D. (2002): *Fundamentos de Administración*, Prentice-Hall, México.
- TAMAYO GALLEGOS, J.A. (2000): *Organización*, Edición Digital @ tres, S.L.L., Sevilla
- QUIRÓS TOMÁS, J., MARTÍNEZ TORRES, R., DÍAZ FERNÁNDEZ, C., CEPEDA CARRIÓN, G. Y ESPASANDÍN BUSTELO, F. (2000): *La práctica de Administración de Empresas*, Edición Digital @ tres, S.L.L., Sevilla.
- QUIRÓS TOMÁS, J., MARTÍNEZ TORRES, R., DÍAZ FERNÁNDEZ, C., CEPEDA CARRIÓN, G. Y ESPASANDÍN BUSTELO, F. (2000): *La práctica de Dirección de Empresas*, Edición Digital @ tres, S.L.L., Sevilla.

## • **KNOWLEDGE EVALUATION**

The students' knowledge evaluation will be measured through exams, tests, cases and works

### **EXAMS**

At the end of the term a global exam will be done by all the students in order to pass the subject. This exam will make up the 30% of the total mark in the subject.

### **TESTS**

At the end of each unit a test will be done by all the students in order to pass the subject. These tests will make up the 20% of the total mark in the subject.

### **WORKS**

1. The professors will propose some works related to the subject
  2. Delivery of one work is compulsory for every students
  3. The works could be done individually or in groups, depending on their type
  4. These works will make up the 20% of the total mark in the subject
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## **CASES**

1. The professors will ask the students to solve at least one case at the end of each unit
2. These cases resolution is compulsory and individual
3. The cases will usually be done at home, although sometimes they will be in classroom
5. At the professors' request, they will be delivered in class. No case will be accepted at any other time nor if it is delivered by someone different from the person who has solved it
6. The cases will make up the 20% of the total mark in the subject

7. The evaluation of the cases is shown next:

- 80 % or more cases: 20%
- 70 % - 79 % “ ” : 14%
- 60 % - 69 % “ ” : 12%
- 50 % - 59 % “ ” : 10%
- less than 50 % : 0%

Delivering the cases is NOT enough to have the whole percentage; it is also necessary due accomplishment.

## **• TUTORIAL HOURS**

Tutorial hours will be shown in the proper boards in the School and at the Departamento de Administración de Empresas y Marketing, site in the School's first floor, next to the door of the professors' offices, as well as in the EUEE's web page.

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