



UNIVERSIDAD DE SEVILLA
ESCUELA UNIVERSITARIA DE ESTUDIOS

EMPRESARIALES

ADMINISTRACIÓN Y DIRECCIÓN (ENGLISH)

DIPLOMATURA DE CIENCIAS EMPRESARIALES

Professors

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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

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Course 05/06

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MISSION AND OBJECTIVES FOR THE SUBJECT

The **mission** of this subject is to show a model of the work of a manager. The aim of the model is to help potential managers to think systematically and to behave ethically. The teaching environment is designed to make student participation and discussion easier.

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

- To justify the need for management study
- To outline the following concepts: culture, ethics, social responsibility, etc; in order to show how they can affect the work of a manager
- To analyze the principal work of a manager, that is, decision making. We will focus on individuals and groups as decision makers, and we will study some tools to support decision making
- To comment on the evolution of motivation and leadership theories
- To identify and to define some questions to be answered 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 control

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BRIEF CONTENTS

- UNIT 1.- Introduction to management and organizations
- UNIT 2.- Organizational structure
- UNIT 3.- Organizational design
- UNIT 4.- Motivating employees
- 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
- MINTZBERG, H. (1979): *The Structuring of Organizations*, Englewood Cliffs, N.J. Prentice-Hall, 1979

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. (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.

ASSESSMENT

The students' knowledge evaluation will be assessed through exams, tests, cases application, individual report and participation in class

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.

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Individual Report

1. The professors will propose some reports related to the subject
2. Delivery of one report is compulsory for all the students
3. These works will make up the 20% of the total mark in the subject
4. There is no allowance for late submission of course work. Any work handed in after the date set by the lecturers will receive a mark of 0.

Cases Application

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
4. 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
5. Delivering the cases is NOT enough. It is also necessary due accomplishment
6. The cases will make up the 20% of the total mark in the subject

Participation In Class

Assistance and participation in class will be assessed. It will make up the 10% of the total mark in the subject. Any student who does not assist, at least, to the 80% of the sessions will receive a mark of 0 in participation in class.

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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