



UNIVERSIDAD DE SEVILLA
ESCUELA UNIVERSITARIA DE ESTUDIOS

EMPRESARIALES

ADMINISTRACIÓN Y DIRECCIÓN (ENGLISH)

DIPLOMATURA DE CIENCIAS EMPRESARIALES

Professors

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Course 09/10

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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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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COURSE OUTLINE

UNIT 1.- Introduction to management and organizations

UNIT 2.- Organizing

UNIT 3.- Organizational culture and the environment

UNIT 4.- Motivating employees

UNIT 5.- Leadership

UNIT 6.- Understanding groups and teams

UNIT 7.- Social responsibility and management ethics

UNIT 8.- Strategic management

UNIT 9.- Foundations of control

UNIT 10.- Decision making: the essence of manager's job

BIBLIOGRAPHY

Text Books

- 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
- LINSTED, 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
- DÍEZ DE CASTRO, E.P., GARCÍA DEL JUNCO, J., MARTÍN JIMÉNEZ, F., PERIÁÑEZ CRISTÓBAL, R. (2001): *Administración y Dirección*, Mc-Graw Hill, Madrid.

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- MARTÍN JIMÉNEZ, F., TAMAYO GALLEGO, 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 GALLEGO, 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

Final exam

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 30% of the total mark in the subject.

Tests

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

Individual Report

1. The professors will propose some topics related to the subject
2. Delivery of one report is **compulsory** for all the students
3. These works will make up 20% of the total mark in the subject

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4. The reports will randomly be shown in class during the last week of the term. If the student has not prepared the exposition of it, the report will receive a mark of 0.
5. There is no allowance for late submission of the report. Any work handed in after the date set by the lecturers will receive a mark of 0

Case studies

1. The professors will ask the students to solve at least one case at the end of each unit
2. These case studies are **compulsory** and **individual**
3. The cases will usually be done for homework, although sometimes they will be in classroom
4. At the professors' request, they will be handed in during class. No case will be accepted at any other time nor if it is delivered by someone different from the person who has solve it
6. Delivering the cases is NOT enough. It is also necessary due accomplishment
7. The cases will make up 20% of the total mark in the subject

Participation In Class

Assistance and participation in class will be assessed. It will make up 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.

Note: If students do not pass the subject in the call of February, they could hand a report to improve their marks in addition to the exam in the calls of September and December

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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