

## Management 101

<b>Course</b>	Management 101	<b>Code</b>	ECM116G
<b>Year of Study</b>	1st Year	<b>Semester</b>	1
<b>Hours</b>	68	<b>ECTS</b>	5
<b>Prerequisites</b>	None	<b>Teaching language</b>	English

### Main Objective

Understand and apply basic concepts associated with organizations and business strategy, such as the social role of companies, functional areas, types of structure, positioning, competitive strategy, and their relationship with the environment, seeking to stimulate the capacity for observation and analysis to propose basic solutions to business problems.

### Units and content

Unit	Content
I. The company and management	Origins of organizations Role and social function of the company Classical management theories Neoclassical and modern management theories
II. Business Strategy	Industry analysis model and identification of competitive advantages: SWOT analysis, Porter's Five Forces model, Bowman's Clock model and RBV model.
III. The organization	Four-frame model (Bolman and Deal) Organizational Ambidexterity Governance, organizational design and functional areas: <ul style="list-style-type: none"> <li>- Marketing: segmentation and positioning</li> <li>- Finance: budgeting, leverage and sources of financing.</li> <li>- Human Resources: theories and models</li> <li>- Theories and models of managerial leadership</li> <li>- Dynamics of Work Teams</li> </ul>
IV. The company and its environment	Stakeholder Theory Models of corporate sustainability Ethical decision-making model