



## Teaching Guide

Teaching Guide				
Identifying Data				2020/21
Subject (*)	Economic Analysis of Organisations		Code	611G02023
Study programme	Grao en Administración e Dirección de Empresas			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	Third	Obligatory	6
Language	Spanish			
Teaching method	Face-to-face			
Prerequisites				
Department	Empresa			
Coordinador	Lopez Rodriguez, Jose	E-mail	jose.lopez.rodriguez@udc.es	
Lecturers	Gago Cortés, María Carmen	E-mail	m.gago@udc.es	
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Web				
General description	Analysis and economic understanding of the organization at the microeconomic level. The analysis is articulated around two aspects: the governance of transactions and incentives. The course will provide students with a series of competencies for the management of organizations, whose application extends, fundamentally, to the field of internal organization (design of incentives, corporate governance, organizational architecture) but also to the field of strategy (vertical integration, outsourcing, collaboration agreements, etc.)			
Contingency plan	<p>1. Modifications in the contents.</p> <p>No changes are made to the contents.</p> <p>2. Methodologies</p> <p>No changes are made to the methodologies.</p> <p>3. Mechanisms for personalized attention to students.</p> <p>Email: daily. For inquiries, requests for virtual meetings or to resolve doubts.</p> <p>Moodle: daily. According to the needs of the students. They have "thematic forums associated with the modules" of the subject, to formulate the necessary queries.</p> <p>Teams: sessions on demand according to the needs of the students to reinforce the understanding of the subject.</p> <p>4. Modifications in the evaluation.</p> <p>No changes are made to the assessment.</p> <p>* Evaluation observations:</p> <p>1. "Not presented" qualification: corresponds to the student, when he only participates in assessment activities that have a weight of less than 20% in the final qualification, regardless of the grade achieved.</p> <p>2. Second opportunity and opportunity ahead: the evaluation criteria for the second opportunity and the so-called opportunity ahead are those described in the guide.</p> <p>3. Students with recognition of part-time dedication and academic exemption from the attendance: Except for the dates approved by the Faculty Board for the final objective proof, for the remaining proofs a specific calendar of dates will be agreed at the beginning of the course compatible with your dedication.</p> <p>They will be evaluated with the same criteria as full-time students.</p> <p>4. About the evaluation conditions: if the exams are carried out in paper format, it is forbidden to access the exam with any device that allows communication with the outside and / or the storage of information.</p> <p>5. Identification of the student: the student must prove his identity in accordance with current regulations.</p> <p>5. Modifications to the bibliography or webography.</p> <p>No changes are made to the bibliography or webography.</p>			



Study programme competences / results	
Code	Study programme competences / results
A1	Manage an enterprise or small organization, understanding their competitive and institutional position and identifying their strengths and weaknesses
A2	Integrate in any functional area of micro-firms or SMEs and perform fluently any management task commissioned
A3	Evaluate and foreseeing, from relevant data, the development of a company.
A4	Elaborate advisory reports on specific situations of companies and markets
A5	Write projects about specific functional areas (e.g. management, marketing, financial) of the company
A6	Identify the relevant sources of economic information and to interpret the content.
A7	Understand economic institutions as a result and application of theoretical or formal representations which explain the evolution of the economy.
A8	Derive, based on from basic information, relevant data unrecognizable by non-professionals.
A9	Use frequently the information and communication technology (ICT) throughout their professional activity.
A10	Read and communicate in a professional environment at a basic level in more than one language, particularly in English
A11	To analyze the problems of the firm based on management technical tools and professional criteria
A12	Communicate fluently in their environment and work by teams
B1	CB1-The students must demonstrate knowledge and understanding in a field of study that part of the basis of general secondary education, although it is supported by advanced textbooks, and also includes some aspects that imply knowledge of the forefront of their field of study
B2	CB2 - The students can apply their knowledge to their work or vocation in a professional way and have competences typically demonstrated by means of the elaboration and defense of arguments and solving problems within their area of work
B3	CB3- The students have the ability to gather and interpret relevant data (usually within their field of study) to issue evaluations that include reflection on relevant social, scientific or ethical
B4	CB4-Communicate information, ideas, problems and solutions to an audience both skilled and unskilled
B5	CB5-Develop skills needed to undertake further studies learning with a high degree of autonomy
B6	CG1-Perform duties of management, advice and evaluation in business organizations
B7	CG2-Know how to use the concepts and techniques used in the various functional areas of the company and understand the relationships between them and with the overall objectives of the organization
B8	CG3- Know how to make decisions, and, in general, assume leadership roles.
B9	CG4-Learn to identify and anticipate opportunities, allocate resources, organize information, select and motivate people, make decisions under conditions of - uncertainty, achieve the proposed objectives and evaluate results
B10	CG5-Respect the fundamental and equal rights for men and women, promoting respect of human rights and the principles of equal opportunities, non-discrimination and universal accessibility for people with disabilities.
C1	Express correctly, both orally and in writing, in the official languages of the autonomous region
C3	Use basic tools of information and communications technology (ICT) necessary for the exercise of their profession and for learning throughout their lives.
C4	To be trained for the exercise of citizenship open, educated, critical, committed, democratic, capable of analyzing reality and diagnose problems, formulate and implement knowledge-based solutions oriented to the common good
C5	Understand the importance of entrepreneurial culture and know the means and resources available to entrepreneurs
C6	Assess critically the knowledge, technology and information available to solve the problems and take valuable decisions
C7	Assume as professionals and citizens the importance of learning throughout life.
C8	Assess the importance of research, innovation and technological development in the economic and cultural progress of society.

Learning outcomes	
Learning outcomes	Study programme competences / results



To understand the importance of organization at the microeconomic level.	A1	B1	C1
To understand the most relevant dimensions or problems in the study of the organization.	A2	B2	C3
To understand the firm as an alternative governance structure to the market.	A3	B3	C4
To understand the selection of different government alternatives to solve organizational problems.	A4	B4	C5
To design optimal incentive schemes to face motivation problems (moral hazard) in organizations.	A5	B5	C6
To know the most relevant economic theories for the study and analysis of the organizations.	A6	B6	C7
To know how to detect, analyze, solve and communicate organizational problems, managing the concepts and theories of organizational economics.	A7	B7	C8
To realize that continuous education and knowledge are key to the best development of our lives and society.	A8	B8	
To instill ethical values ??as a guiding principle in behaviors as professionals and, above all, as citizens.	A9	B9	
To know how to work as a team.	A10	B10	
To encourage the use of ICT in personal communication tasks.	A11		
	A12		

Contents	
Topic	Sub-topic
MODULE I. INTRODUCTION	The specific contents of each module will be adapted to the singularities of each degree.
MODULE II. GOVERNANCE	The specific contents of each module will be adapted to the singularities of each degree.
MODULE III. INCENTIVES	The specific contents of each module will be adapted to the singularities of each degree.

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Document analysis	A8 A11 B5	2	10	12
Workbook	A6 A7 A10 B1 B5 C8	0	8	8
Multiple-choice questions	A7 A11 B1 B7	3	75	78
Problem solving	A11 B2 B3 B5 B7 B8 B9	6	0	6
Supervised projects	A1 A2 A4 A5 A6 A7 A8 A9 A10 A12 B2 B3 B4 B5 B6 B8 B9 B10 C1 C3 C4 C5 C6 C7 C8	1	17	18
Guest lecture / keynote speech	A3 A7 A11 B1 B4 B10 C4 C5 C6 C7 C8	17	0	17
Personalized attention		11	0	11
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Document analysis	Research skills development involving use of audiovisual and/or bibliographical documents (documentary or film extracts, news items, advertising images, photographs, articles, legal texts, etc.) relating to specific topic of study, with targeted analysis activities. Used as introduction to topic, as focus for case study, to explain abstract processes and present complex situations, or as strategy for synthesising content (theoretical and practical).
Workbook	Compilation of printed texts and written documents, collected and edited as tool to consolidate knowledge of course content.
Multiple-choice questions	Objective test in which student is required to select one option from list of possible answers to direct question or incomplete statement provided.



Problem solving	Applied learning method in which student is required to use knowledge gained from study to propose a solution to a specific problem, where more than one solution may be possible.
Supervised projects	Supervised learning process aimed at helping students to work independently in a range of contexts (academic and professional). Focused primarily on learning ?how to do things? and on encouraging students to become responsible for their own learning.
Guest lecture / keynote speech	Oral presentation (using audiovisual material and student interaction) designed to transmit knowledge and encourage learning. Presentations of this type are variously referred to as ?expository method?, ?guest lectures? or ?keynote speeches?. (The term ?keynote? refers only to a type of speech delivered on special occasions, for which the lecture sets the tone or establishes the underlying theme; it is characterised by its distinctive content, structure and purpose, and relies almost exclusively on the spoken word to communicate its ideas.)

## Personalized attention

Methodologies	Description
Guest lecture / keynote speech Supervised projects	In the tutoring hours the student will be attended to clarify those doubts that arise for the preparation of the subject, as well as regarding the preparation of the supervised work. Without mentioning the person who made the consultation during tutoring hours, it can be published in Moodle, along with their response, so that other students can take advantage of it. All this if the teacher considers it appropriate and of general interest to the exposed consultation.

## Assessment

Methodologies	Competencies / Results	Description	Qualification
Multiple-choice questions	A7 A11 B1 B7	Multiple-choice questions with penalties for incorrect answers.	75
Supervised projects	A1 A2 A4 A5 A6 A7 A8 A9 A10 A12 B2 B3 B4 B5 B6 B8 B9 B10 C1 C3 C4 C5 C6 C7 C8	To develop and present a work on a topic related to either the governance of economic activity or incentives and from a microeconomic perspective. This work will be developed in teams of 4 or 5 students.	25

## Assessment comments



**ASSESSMENT CRITERIA BUSINESS ADMINISTRATION DEGREE.** The evaluation will be totally continuous based on multiple-choice tests (75%) and the completion of a supervised work (25%). In the first opportunity there will be up to a maximum of 3 multiple-choice tests in which the weight will be 15% (first), 25% (second) and 60% (third) if there are three and 35% and 65% if there are two. The tests do not imply the elimination of contents, that is, the contents of the first test also enter in the second and the contents of the first and second will enter the third. To pass the course, it will be necessary to achieve a minimum of 5 points in the final computation of the evaluation (multiple-choice test + supervised work), but it is also necessary to achieve a minimum of 5 points out of 10 in the multiple-choice test -If not, the subject will be suspense-. The dates of the tests will be defined according to the state of progress of the classes and will be communicated at least one week in advance. The delivery of the supervised work must take place in the second week of December.

**STUDENTS WITH PART TIME DEDICATION AND ACADEMIC DISPENSE OF EXEMPTION FROM ATTENDANCE.** The evaluation will be carried out on the same contents and criteria as for full-time students. At the beginning of the course, these students will communicate the specific schedule according to their availability, thus enabling their assessment to be carried out.

**ADVANCE CALL AND SECOND OPPORTUNITY.** The students who present themselves to the advanced call in November, the evaluation will be made from a single multiple-choice test and to pass the course it is necessary to reach a minimum of 5 points out of 10. As for the second opportunity, there will be a single multiple-choice test (on the date established as official for the second opportunity) with a weighting of 75%; In addition, the grade obtained in the supervised work will also be part of the final grade (even those students who have not completed this work will have the possibility of recovering this work and must present it before the date of the official test). To pass the course it will be necessary to achieve a minimum of 5 points in the final evaluation calculation (multiple choice test + supervised work), but it is also necessary to achieve a minimum of 5 points out of 10 in the multiple choice test.

**DOUBLE DEGREE IN BUSINESS ADMINISTRATION + LAW.** The evaluation will be completely continuous based on the resolution of case studies, multiple choice tests, presentation of works, etc. The teachers will explain the details of the continuous assessment at the beginning of the course.

**STUDENTS WITH PART TIME DEDICATION AND ACADEMIC DISPENSE OF EXEMPTION FROM ATTENDANCE.** The evaluation will be carried out on the same contents and criteria as for full-time students. At the beginning of the course, these students will communicate the specific schedule according to their availability, thus enabling their assessment to be carried out.

**ADVANCE CALL AND SECOND OPPORTUNITY.** The students who present to the advanced call in November, the evaluation will be made from a single multiple-choice test and to pass the course it is necessary to achieve a minimum of 5 points out of 10. As for the second opportunity, teachers will offer the opportunity to recover those activities that had not been approved or had not been delivered / done. To pass, you must achieve a minimum of 5 points out of 10.

Sources of information	
<b>Basic</b>	<ul style="list-style-type: none"> <li>- Duma, S. y Schreuder, H. (1991). Economic approaches to organizations. Prentice Hall</li> <li>- Milgrom, P. y Roberts, J. (1992). Economics, Organizations and Management. Prentice Hall</li> <li>- Williamson, O.E. (1985). The Economic Institutions of Capitalism, New York:Free Press.. Macmillan</li> </ul>
<b>Complementary</b>	Dranove, M. Shanley y S. Schaefer (2003), Economics of Strategy. Third Edition. John Wiley & Sons, Inc. Brickley, J.A., Smith, C.W., Zimmerman, J.L. (2005), Economía Empresarial y Arquitectura de la organización. Ed. McGraw Hill Salas (1996), Economía de la empresa. Decisiones y organización. Ariel Economía. 2ª Edición. Williamson, O.E. (1975), Markets and Hierarchies: Analysis and Antitrust implications. Free Press, New York, NY. Traducido como Williamson, O.E. (1991): Mercados y Jerarquías: Su Análisis y sus Implicaciones Antitrust, México: Fondo de Cultura Económica

Recommendations
<b>Subjects that it is recommended to have taken before</b>
Principles of Microeconomics/611G02001
Business Economics: Management and Organisation/611G02008
<b>Subjects that are recommended to be taken simultaneously</b>
<b>Subjects that continue the syllabus</b>
<b>Other comments</b>



Some recommendations for taking advantage of the subject:1. Bring the subject up to date as much as possible. It is a subject that involves many new concepts and theoretical elements whose understanding requires orderly and daily work.2. Do the reading of articles and texts that are recommended since they are necessary for a good understanding and preparation of the topics.3. Ask and question everything whose understanding or explanation is not clear enough.4. Participate actively in the discussions and questions that the teacher poses in the classroom. Other recommendations:5. Academic honesty. Students are expected to behave responsibly and honestly both during the development of classes and on assessment tests. Any form of academic dishonesty (copied, communications not allowed during exams or evaluable exercises, etc.) will be punished with the maximum possible severity.6. During classes, the phones will remain in "airplane mode". If someone uses the cell phone during class, they may be expelled.7. On the day of the multiple-choice test, access to the test with any technological device that facilitates communication with the outside world and data storage is prohibited. Failure to observe this rule will mean expulsion from the exam and its score will be zero.

(\*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.