

[GOH203] MANAGEMENT MODELS

GENERAL INFORMATION

Studies	DEGREE IN INDUSTRIAL ORGANIZATION ENGINEERING		Subject	Strategy and Innovation
Semester	2	Course	3	Mention / Field of specialisation
Character	COMPULSORY		Language	CASTELLANO
Plan	2017	Modality	Adapted Face-to-face	Total hours
Credits	4,5	Hours/week	3.03	54.5 class hours + 58 non-class hours = 112.5 total hours

PROFESSORS

DE LA TORRE PARDOS, JUAN
ZAITEGUI GAMIZ, MAITE

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
<i>(No specific previous subjects required)</i>	<i>(No previous knowledge required)</i>

SKILLS

VERIFICA SKILLS

SPECIFIC

- GOC304** - To get people involved and guide them towards a common goal with a global vision of the work to be done, striking a balance between individual and group interests.
- GOC306** - To align computer science with business strategies, using ICT governance models for the design, development and management of dynamic and innovative organisations
- GOC308** - To apply the most suitable methods and techniques in order to progress in the excellence of an organisation's management.
- GOC309** - To solve problems and analyse the implications of the solution proposed by defining actions which hinder the reappearance of problems (stable solution) and taking part in various work teams.
- GOC310** - To draft different types of documents, arguing and justifying the conclusions and solutions presented therein and to communicate, present and share the information appropriately.

GENERAL

- GOCT04** - To define, implement and monitor the processes and procedures of an organisation
- GOCT07** - To coordinate and motivate human teams in professional tasks and the resources required for these tasks.

BASIC

- G_CB4** - To be able to communicate information, ideas, problems and solutions to both expert and lay audiences

ENAE LEARNING RESULTS

ENAE LEARNING RESULTS	ECTS
ENAE04 - Knowledge and understanding: To be aware of the multidisciplinary context of engineering.	1,17
ENAE06 - Analysis in engineering: Ability to apply their knowledge and understanding in analysing product, process and method engineering.	0,92
ENAE08 - Engineering projects: Ability to apply their knowledge in the development and completion of projects which meet specific requirements.	0,29
ENAE09 - Engineering projects: Understanding of the different methods and ability to use them.	0,29
ENAE10 - Research & innovation: Ability to perform bibliographic searches, to use databases and other sources of information.	0,76
ENAE14 - Practical application of engineering: Ability to combine theory and practice in order to solve engineering problems.	0,1
ENAE15 - Practical application of engineering: Understanding of applicable methods and techniques and their limitations.	0,1
ENAE17 - Transversal competences: To work effectively, both individually and in a team.	0,29
ENAE18 - Transversal competences: To use different methods to communicate effectively with the engineering community and society in general.	0,29
ENAE19 - Transversal competences: Demonstrate that they are aware of the responsibility implied in the practical application of engineering, the social and environmental impact, and show commitment with professional ethics, responsibility and regulations of the practical application of engineering.	0,28

Total: 4,5

LEARNING RESULTS

RG301 Assumes responsibilities in the work team, organizing and planning the tasks to be developed, facing the contingencies and encouraging the participation of its members.

LEARNING ACTIVITIES

CH NCH TH

Development, writing and presentation of memorandums, reports, audiovisual material, etc. 5 h. 5 h.
Relating to projects/POPBLs carried out individually or in teams

EVALUATION SYSTEM

W

MAKE-UP MECHANISMS

Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence 100%

(No mechanisms)

CH - Class hours: 0 h.
NCH - Non-class hours: 5 h.
TH - Total hours: 5 h.

RG302 Analyze the intervening variables in the problem and propose actions for a stable situation.

LEARNING ACTIVITIES

CH

NCH

TH

Development, writing and presentation of memorandums, reports, audiovisual material, etc. 5 h. 5 h.
Relating to projects/POPBLs carried out individually or in teams

EVALUATION SYSTEM

W

MAKE-UP MECHANISMS

Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence 100%

Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence

CH - Class hours: 0 h.
NCH - Non-class hours: 5 h.
TH - Total hours: 5 h.

RG304 Define the problem, develop the solution and present the conclusions in a efficient manner, arguing and justifying each one of them in writing.

LEARNING ACTIVITIES

CH

NCH

TH

Development, writing and presentation of memorandums, reports, audiovisual material, etc. 4 h. 4 h.
Relating to projects/POPBLs carried out individually or in teams

EVALUATION SYSTEM

W

MAKE-UP MECHANISMS

Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence 100%

Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence

CH - Class hours: 0 h.
NCH - Non-class hours: 4 h.
TH - Total hours: 4 h.

RG305 Define the problem, develop the solution and present the conclusions in a efficient manner, arguing and justifying each one of them in spoken form.

LEARNING ACTIVITIES

CH

NCH

TH

Development, writing and presentation of memorandums, reports, audiovisual material, etc. 4 h. 4 h.
Relating to projects/POPBLs carried out individually or in teams

EVALUATION SYSTEM

W

MAKE-UP MECHANISMS

Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence 100%

Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence

CH - Class hours: 0 h.
NCH - Non-class hours: 4 h.
TH - Total hours: 4 h.

RG0311 [!] *Resume los principios de la calidad total y los distintos modelos de gestión para el desarrollo equilibrado de los intereses individuales y colectivos.*

LEARNING ACTIVITIES		CH	NCH	TH
Development, writing and presentation of memorandums, reports, audiovisual material, etc. Relating to projects/POPBLs carried out individually or in teams			7 h.	7 h.
Presentation of the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects		10 h.	5 h.	15 h.
Individual and team exercises		7 h.	3 h.	10 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Individual written and oral tests to assess technical skills of the subject	50%	Individual written and oral tests to assess technical skills of the subject
Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence	50%	Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence

CH - Class hours: 17 h.
NCH - Non-class hours: 15 h.
TH - Total hours: 32 h.

RG0316 Identifies, defines and redesigns the business processes to obtain a dynamic and innovative organization.

LEARNING ACTIVITIES		CH	NCH	TH
Development, writing and presentation of memorandums, reports, audiovisual material, etc. Relating to projects/POPBLs carried out individually or in teams		5 h.	5 h.	10 h.
Presentation of the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects		10 h.	5 h.	15 h.
Individual and team exercises		5 h.	5 h.	10 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Individual written and oral tests to assess technical skills of the subject	50%	Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence
Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence	50%	

CH - Class hours: 20 h.
NCH - Non-class hours: 15 h.
TH - Total hours: 35 h.

RG0319 [!] *Conoce, argumenta y usa los métodos de evaluación existentes para avanzar hacia la excelencia.*

LEARNING ACTIVITIES		CH	NCH	TH
Development, writing and presentation of memorandums, reports, audiovisual material, etc. Relating to projects/POPBLs carried out individually or in teams		10 h.		10 h.
Presentation of the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects		2,5 h.	5 h.	7,5 h.
Individual and team exercises		5 h.	5 h.	10 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS

Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence	50% 50%	Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence
CH - Class hours: 17,5 h. NCH - Non-class hours: 10 h. TH - Total hours: 27,5 h.		

CONTENTS

1. Strategy1. 1. INTRODUCTION: BASIC CONCEPTS ABOUT THE BUSINESS STRATEGY AND THE MANAGEMENT MODEL / ORGANIZATIONAL MODEL1. 2. EVOLUTION OF MANAGEMENT MODELS1. 3. COMPETITIVE STRATEGIES1. 4. RELATIONSHIP BETWEEN STRATEGY AND THE MANAGEMENT MODEL2. Organizational Design3. Management Models1.1 Total Quality1.2 Advanced Management Model

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Subject notes Topic related web quires Technical articles Moodle Platform Video projections	MARTINEZ ALONSO (2014),El manual del estratega. Los cinco Estilos de hacer estrategia PAULI, Gunter (2011): La Economía Azul. Laloux, Frederic (2016)Reinventar las organizaciones cómo crear organizaciones inspiradas en el siguiente estadio de la conciencia humana EUSKALIT (2018): Modelo de Gestión avanzada