

History of the Management of the Firm

ECTS : 4

Volume horaire : 18

Description du contenu de l'enseignement :

This course examines the evolution of the firm from the 19th to the 20th century in the context of:

- a) Organisation,
- b) Marketing,
- c) Production,
- d) Strategy,
- e) Accounting

Compétence à acquérir :

Learning Outcomes

On completion of this module, students will be able to:

1. Discuss the evolution of 'Western' management theory
2. Critique management theories from a historical perspective
3. Explain the history of industrialisation and differentiate between UK and French experience
4. Present a historical appreciation of developments in management, organizational forms, marketing, production, accounting, strategy
5. Develop a critical appreciation of management theory through application to a historical new venture creation

Courses Objectives

The course will help students to understand the evolution and the nature of the firm and management theory in the context of Organisation, Marketing, Production, Strategy, Accounting and Finance. Such an understanding will enable them to become reflective management practitioners and entrepreneurs, able to put the lessons of history to work for themselves.

Mode de contrôle des connaissances :

Grading Criteria

Group Case Study Video Presentation 25%
Historical business plan and presentation 25%
Final Exam 50%

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