History of the Management of the Firms

ECTS : 4

Langue du cours : Français

Volume horaire : 36

Description du contenu de l'enseignement :

This course examines the evolution of the firm from the 19th to the 20th century inthe context of:a) Organisation,b) Marketing,c) Production,d) Strategy,e) Accounting

Compétences à acquérir :

Learning Outcomes On completion of this module, students will be able to:1. Explain the evolution of organisational forms2. Understand the idea of market3. Explain the history of industrialisation4. Explain the evolution of strategy as a process5. Understand the meaning and history of accounting practices**Courses Objectives**History of the management of the firm is a course that merges aspects history and business. Assuch, students will learn how firms have changed and developed since the 19th centuryuntil present day. This history will focus in five traits of firms: organisation, marketing,strategy, production and accounting. Given the structure of the course, students will learnto apply theoretical concepts to case studies.

Mode de contrôle des connaissances :

Grading Criteria Participation 5%Group Presentation 20%Report 25%Final Exam 50%

Coefficient : 1.00

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