History of the Management of the Firm

ECTS : 4

Volume horaire : 36

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. Explain the evolution of organisational forms 2. Understand the idea of market 3. Explain the history of industrialisation 4. Explain the evolution of strategy as a process 5. 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. As such, students will learn how firms have changed and developed since the 19th century until 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 learn to apply theoretical concepts to case studies.

Mode de contrôle des connaissances :

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

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