COURSE: *Strategic Management*
ECTS: 6
YEAR: 4 UNDERGRADUATE
SEMESTER: 1º (WINTER)

CONTENT:
1. The Concept of Strategy
2. Goals, Values, and Performance
3. Industry Analysis: The Fundamentals
4. Analyzing Resources and Capabilities
5. The Sources and Dimensions of Competitive Advantage
6. Technology-based Industries and the Management of Innovation
7. Vertical Integration and the Scope of the Firm
8. Global Strategy and the Multinational Corporation
9. Diversification Strategy
10. External Growth Strategies: Mergers, Acquisitions, and Alliances

11. Organization Structure and Management Systems:
The Fundamentals of Strategy Implementation

COURSE:	*APPLIED ECONOMETRICS*
ECTS:	6
YEAR:	4 UNDERGRADUATE
SEMESTER:	1º (WINTER)

CONTENT:

PART I. MICROECONOMETRICS

LESSON 1. MICROECONOMETRICS: AN INTRODUCTION

1. Concept and types of micro-econometric models

2. Areas of application. Examples

3 Theoretical Foundations 'microeconometrics': the rational choice theory

LESSON 2. QUALITATIVE RESPONSE MODELS

1. Linear probability models, probit and logit: specification

2. Binomial models: estimation

3. Measures of goodness of fit, specification tests and model choice

4. Multiple choice models. Multinomial logit models and conditional logit models

5. Looking at the future. Progress and extensions of discrete choice models

6. Applications with STATA

LESSON 3. REGRESSION MODELS WITH LIMITED DEPENDENT VARIABLE

1. Introduction

2. Truncation. Truncated Distributions

3. The truncated regression model. Specification and estimation

4. Censored data. The censored normal distribution

5. The censored regression model. Tobit Analysis. Specification, estimation and tests

6. Other limited dependent variable models

7. Introduction to duration models and their applications

8. Applications with STATA

LESSON 4. INTRODUCTION TO REGRESSION MODELS FOR PANEL DATA AND HIERARCHICAL DATA

1. Introduction to panel data

2. Models of static panel data estimation. Fixed effects and random effects

3. Hierarchical data and multilevel regression models. Specification and estimation

4. Applications with STATA

PART II. Multi-equation models

LESSON 5. SYSTEMS OF APPARENTLY UNRELATED EQUATIONS

1. Introduction to SURE. Applications in economics

2. Estimation by ordinary least squares (OLS). Limitations

3. Estimation by generalized least squares (GLS). Zellner estimates

4. Contrasts of restrictions on the parameters in different equations. Application to the functions trans-log production

COURSE: *Technnology for organization management*
ECTS: 6
YEAR: 4 UNDERGRADUATE
SEMESTER: 1º (WINTER)

CONTENT:
1. Information and knowledge society. Global E-Business
2. Introduction to Information Systems
3. ICT infrastucture in organizations
4. Information Systems Acquisition: internal and external sources. ICT/IS departments
5. Business process optimization
6. ICT/IS as organization competitive
sources
7. E-commerce and E-business
8. Internet trends
9. Business intelligence and knowledge management
10. ICTs and the Canaries: tourism, logistic, transport etc.

COURSE: *Socioeconomic statistics*
ECTS: 6
YEAR: 2 UNDERGRADUATE
SEMESTER: 1º (WINTER)

CONTENT:
1. Introduction to Statistics
2. Univariate description: tables, graphs and measures of location
3. Measures of dispersion, form and concentration. Standardized variable
4. Bivariate description. Simple Linear Regression
5. Time series
6. Index numbers

COURSE: *Management skills*
ECTS: 3
YEAR: 4 UNDERGRADUATE
SEMESTER: 1º (WINTER)

CONTENT:
1. Introduction to management skills
2. Communication in organisations
3. Motivation in organisations
4. Leadership in organisations

2 hours per week

3 groups:		COURSE ID
Thursday:	15:00-17:00	**44444**
Thursday:	17:00-19:00	**44244**
Friday:	17:00-19:00	**44544**

This course takes place in the Engineering Faculty

COURSE: *Management planning and control*
ECTS: 6
YEAR: 4 UNDERGRADUATE
SEMESTER: 1° (WINTER)

CONTENT:
1. The nature of Management Control Systems
2. Responsability Centers
3. Transfer Pricing
4. Measuring and managing Intangible Assets: The Balance Scorecard
5. Budgetary control
6. Variance Analysis
7. Planning and control systems for public and non profit organizations

COURSE: *ECONOMIC MODELING AND POLICY ANALYSIS*
ECTS: 6
YEAR: 4 UNDERGRADUATE
SEMESTER: 1º (WINTER)

CONTENT:
Section I: Fundamentals
Topic 1: Mixed Complementarity Problems (MCP)
Topic 2: Economic equilibrium as MCP
Topic 3: MCP pricing
Section II: SAM-based and Partial equilibrium models
Topic 4: Social accounting Matrices (SAM) and multipliers
Topic 5: Model calibration
Topic 6: Applications
Section III: Computable General Equilibrium (CGE) models
Topic 7: Basic Structure of a CGE model of a close economy
Topic 8: Modeling fiscal policy
Topic 9: Modeling an open economy
Topic 10: Applications

COURSE:	*ECONOMIC EVALUATION OF PROYECTS*
ECTS:	6
YEAR:	4 UNDERGRADUATE
SEMESTER:	1º (WINTER)

CONTENT:

1. Introduction

1.1. The rationale of cost–benefit analysis

1.2. Steps of cost–benefit analysis and overview of the book

2. The economic evaluation of social benefits

2.1. Introduction

2.2. The basic framework

2.3. Private and social benefits

2.4. Alternative approaches for the measurement of social benefits

2.5. Winners and losers

3. The economic evaluation of indirect effects

3.1. Introduction

3.2. Indirect effects

3.3. Direct effects measured with a derived demand

3.4. Wider economic effects

3.5. Location effects and regional development

4. Opportunity costs, market and shadow prices

4.1. Introduction

4.2. The factor price as an approximation of the opportunity cost

4.3. Avoidable costs and sunk costs

4.4. Incremental cost and average cost

4.5. Costs with and without the project

4.6. Market and shadow price of factors

4.7. Market price and the social opportunity cost of labour

4.8. The shadow price of public funds

4.9. Social benefit and financial equilibrium

5. Economic valuation of non-marketed goods (I)

5.1. Introduction

5. Applications in practice

LESSON 6. SPECIFICATION AND IDENTIFICATION OF A GENERAL LINEAR MODEL OF SIMULTANEOUS EQUATIONS

1. Structural and reduced for of a SEM. The particular case of the recursive model
2. General notation
3. Identification: intuitive approach and formal approach. Observationally equivalent structures
4. Conditions for identification with constraints on parameters equation by equation: order and rank conditions
5. More general cases: constraints affecting more than one equation, constraints on the Covariance matrix of errors

LESSON 7. INTRODUCTION TO ESTIMATION METHODS FOR SIMULTANEOUS EQUATION SYSTEMS

1. Estimation of the structural form of the model by direct least squares. Limitations
2. Estimating a recursive model by direct least squares and maximum likelihood. Equivalence of the estimators. Properties
3. Indirect least squares estimation of a model exactly identified. Properties of estimators
4. Estimation by Instrumental Variables. Properties. Applications and examples in various areas
5. The method of Two-Stage Least Squares (2SLS). Alternative interpretations
6. The method of Limited Information Maximum Likelihood (MVIL)
7. The method of three-stage least squares (3SLS)
8. Other full information methods Full Information Maximum Likelihood (FIML). Generalized method of moments(GMM)
9. Applications with STATA