

COURSE: ECTS: YEAR: SEMESTER:

Strategic Management 6 4 UNDERGRADUATE 1° (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

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA Facultad de Economía, Empresa y Turismo

COURSE:

ECTS: YEAR: SEMESTER: APPLIED ECONOMETRICS 6 4 UNDERGRADUATE 1° (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

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA Facultad de Economía, Empresa y Turismo

COURSE:Technnology for organization managementECTS:6YEAR:4 UNDERGRADUATESEMESTER:1° (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.

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA Facultad de Economía, Empresa y Turismo

| COURSE: | Socioeconomic statistics |
|-----------|--------------------------|
| ECTS: | 6 |
| YEAR: | 2 UNDERGRADUATE |
| SEMESTER: | 1° (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

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA Facultad de Economía, Empresa y Turismo

| COURSE: | Management skills |
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| ECTS: | 3 |
| YEAR: | 4 UNDERGRADUATE |
| SEMESTER: | 1° (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



UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA Facultad de Economía, Empresa y Turismo

| 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:

ECTS:

YEAR:

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA Facultad de Economía, Empresa y Turismo

> *ECONOMIC MODELING AND POLICY ANALYSIS* 6 4 UNDERGRADUATE 1° (WINTER)

CONTENT:

SEMESTER:

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 UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA Facultad de Economía, Empresa y Turismo

COURSE:

ECTS: YEAR: SEMESTER: ECONOMIC EVALUATION OF PROYECTS 6 4 UNDERGRADUATE 1° (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

- 5.2. The economic valuation of non-marketed goods
- 5.3. Willingness to pay and willingness to accept
- 5.4. Valuation through revealed preferences
- 6. Economic valuation of non-marketed goods (II)
- 6.1. Introduction
- 6.2. Valuation through stated preferences: the contingent valuation method
- 6.3. Conjoint analysis
- 6.4. Individual preferences and social welfare
- 6.5. The value of life
- 6.6. Benefits transfer
- 7. Discounting and decision criteria (I)
- 7.1. Introduction
- 7.2. Discounting the future
- 7.3. The mechanics of discounting: some useful formulas
- 7.4. Decision criteria: the net present value
- 8. Discounting and decision criteria

(II)

- 8.1. Introduction
- 8.2. Decision criteria: different lifespan and optimal timing
- 8.3. The marginal rate of time preference and the marginal productivity of capital
- 8.4 The social rate of discount and the rate of interest
- 8.5. Intergenerational discount
- 9. Uncertainty and risk analysis
- 9.1. Introduction
- 9.2. Risk in a private project
- 9.3. Risk in the public sector
- 9.4. Risk analysis
- 9.5. Interpreting the results of risk analysis
- 10. Applications
- 10.1. Introduction
- 10.2. Investment projects: economic evaluation of infrastructure
- 10.3. Cost-benefit analysis of high speed rail: an illustration
- 10.4. Policy evaluation: cost-benefit analysis of privatization
- 10.5. Cost-benefit analysis of the concession of a residential water supply
- 10.6. Institutional design, contracts and economic evaluation
- 11. Microeconomic foundations of cost-benefit analysis
- 11.1. Introduction
- 11.2. From individual utility to social welfare
- 11.3. Measurement of producer surplus
- 11.4. Compensating variation, equivalent variation and consumer surplus
- 11.5. Uncertainty

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