

Management.

1. Organizations and businesses. Why we need a business theory. The epistemological status of management theories.
2. The resources and capabilities. The learning organization
3. Organizational behavior
4. A historical approach to classic management theories
5. Management and managers. Leadership theories.
6. Organizational structure.
7. Business strategy. Typologies and the notion of fit
8. External Environment. PEST analyst
9. Competitive environment the five forces model
10. The value chain
11. Human resource management
12. Marketing and the introduction of a new product or service
13. Financial resource management
14. Designing a business strategy