Course title: European Corporate Organization
Course code: ECON 3008 SEBS
Programs offering course: Advanced Liberal Arts, Business and Society
Language of instruction: Spanish
U.S. semester credits: 3.00
Contact hours: 45.00
Term: Spring 2021

Course Description

This course focuses on how organizations function, analyzing important issues to better understand their complexities, primarily the behavioral elements that make up the organization and how the structure of the organization influences the flow of information and the decision making projects. This course provides students with a structure through which business organizations can be analyzed via the examination of real cases of Spanish and European organizations.

Learning Objectives

By completing this course, students will:

- Estimate the nature of given organizations and distinguish the roles of its managers.
- Analyze the design of organizations: culture, job position design, and structure.
- Distinguish business contexts, trends and approaches surrounding motivation in organizations.
- Conceive the EFQM Model of Excellence in Management of people and Leadership.
- Analyze problems and facilitate decisions.

Course Prerequisites

None.

Methods of Instruction

The course focuses on equipping the student in their development of management skills, incorporating elements of cultural diversity, problem solving and decision making, team leadership and interpersonal relationships through leadership and motivation.

The course is divided into three modules and six topics; the factors that affect the success of the business will be analyzed from the perspective of people management and knowledge management.

Module I. Foundations.

The student will be introduced to the concept of management, its process and development, as well as the nature of management and potential problems. Organizations, regardless of type of business sector, size, structure or maturity level, need to establish a management system in order to achieve success. The European Model for Excellence—now called the EFQM European Model for Excellence—was created in 1991 as the framework for the self-evaluation and self-diagnosis of organizations, and as the baseline in awarding the European Quality Prize, established in 1992. The EFQM Model of Business Excellence is a practical tool that helps organizations establish an adequate management system, assess where the organization finds itself along its path to excellence, in addition to analyzing the differences and lagoons that exist within organizations on their path to excellence.

Module II. Management of People.

The fact that leadership is the first criterion in the EFQM Model of Excellence is not a coincidence, but rather underlines a very important message: the success or failure of an organization depends primarily on the quality of its leadership. Leadership is the cornerstone of any organization, regardless of its nature whether political, business or family. Whenever the management of people is required, there must be a leader who leads the organization in the same direction. This direction must be common to all— the leader’s mission is to “drive” the organization.
Furthermore, the spirit and teamwork of the organization is what gives organizations a clear competitive advantage over their competitors. In fact, the ability to work in a team has become one of the most sought-after skills by companies of recent graduates. For this reason the skill of “teamwork” will be a key area of course study, not only due to students’ role as future managers and the influence they will have in their team’s achievements and goals, but also because the student will, at some time in their professional career, be required to work in a team. Additionally, one of the fundamental objectives of the incorporation of members of an organization into structured groups is that groups be able to analyze, and problem solve, via analysis techniques and problem resolution.

Finally, the EFQM Model of Excellence grants individuals an important status, not only of humanistic nature via the various sub-criteria, but also via the criterion of agents. For this reason, the level of excellence achieved by an organization depends to a large extent on the abilities of the team and the type of management carried out. The sub-criteria, in which Criterion 3 is divided, is comprised of processes, programs, and personnel practices, in addition to other tools. Most of the criteria, and the way in which they occur, give a certain idea of the management process, from the formulation of Policy, Strategy, and People Planning to the creation of the “Compensation Package”.

Module III. The Organization of Companies.

In the chapters associated with this module, the aim is to introduce the student to the concept of the organization, its parts, elements and organizational design. The concepts of this module offer the student an overview of the complexity of the organization, as well as its importance and structure.

Module III will conclude with a chapter dedicated to Process Management, closely linked to what is today known as Quality Management, in its quality norms as well as its use of the Models of Excellence (Total Quality Management or TQM). The best-known management quality norms require organizations to implement process management as a key criterion to obtain EFQM certification. At the same time, the EFQM 2013 Model of Excellence also analyzes the organization’s processes, with the understanding that positive results depend to a large extent on proper management.

Linguistic Resource Center

It is recommended that students use the LRC.

Assessment and Final Grade

1. Individual Assignments 40%
2. Midterm Exam 20%
3. Final Exam 20%
4. Commitment and Participation 20%
TOTAL 100%

Course Requirements

Individual Assignments

Papers/projects turned in by students will have set deadlines. Students will have the option of turning in paper revisions within the pre-established timeframes

Students will be asked to resolve case studies, as well as readings (which will later be used as continuous evaluation assessments). Each course theme will be accompanied by a case study or reading which will serve to consolidate students’ comprehension of the theoretical contents explained in class, and at the same time, allow the transfer of knowledge to real-life examples. The systematic approach of cases and corresponding resolution will follow guidelines set at the beginning of each chapter, so that the practical component of the activity can be used as an evaluation tool, in addition to encouraging class attendance and course progress. The analysis of cases studies is one of the most useful tools in interiorizing the complementary skills. Finally, the need for expressing opinion in a coherent manner, as well as contrasting, refining and expressing opinions in writing, are all essential skills for the future business professional.

The student will have six evaluation activities in the course. The final grade received in “Individual Assignments” will be the average of the grades received in each of the six evaluations: three of the six evaluation activities will be in the form of quizzes. The remaining assessments will be in the form of papers.


Activity 5: Evaluation. “Success is also a question of Organizational Design—from the Nightmare of Dillons-Pumima to the Excellence of El Bulli”. Paper. Due date: See Canvas.


Evaluation activities should be turned in on Canvas, deadlines will be established for each assessment activity and tied to the midterm and final exam dates. Papers will be corrected and returned via Canvas. Students will have the option of submitting a second version of all papers within the established deadlines.

Midterm Exam

Final Exam

Students will have two written exams, combination of theory and application. Test questions will be a mix of multiple choice, short and long answer. Test questions will be tied directly to information included in the syllabus or case studies. The weight of each test question will be made known to the student prior to the exam.

Commitment and Participation

There will be 24 class sessions throughout the course. The student will be responsible for the completion of individual assignments, case studies, readings, and complementary activities, with the goal of gaining knowledge and skills in the area of the management of Spanish and European companies. The previously mentioned activities will also help evaluate the student’s commitment and course involvement. Students’ desire for improvement, effort to maintain and/or achieve positive academic results will also be taken into consideration.

A course manual containing the subject areas of the course, will be utilized. The manual will also serve as a guide to assess student learning and greater student participation in and outside of the classroom (via Canvas discussions). Questions will be proposed, with the goal of encouraging debate, particularly on course subjects that may pose additional comprehension challenges for the students, or subject to controversy or contrast of opinions.

Attendance

Students are expected to attend all scheduled class sessions on time and be prepared for the day’s class activities. CIEE Seville does not distinguish between justified or unjustified absences, whether due to sickness, personal emergency, inevitable transportation delay and/or other impediments. You are considered responsible of managing your own absences. Please keep in mind that exams, paper submission dates, presentations and any other course work deadlines cannot be changed.

No academic penalty will be applied if students miss up to 3 class sessions. If students miss up to 5 class sessions, students’ final course grade will drop 5 points out of 100 on the CIEE grade scale for each additional absence beyond 3 (for example a 95 will become a 90 if they reach the 4th absence, and an 85 if they reach the 5th absence). Students will automatically fail the course if they miss more than 20% of total class hours (i.e. if they exceed 5 absences).

For students who miss up to 20% of the total course hours due to extenuating circumstances, the Academic Director may allow for exceptions to the local attendance policy based on documentation such as proof of bereavement, hospitalization, etc.

Students arriving more than 10 minutes late to the class will be considered absent for a day.

Academic Honesty

Students are expected to act in accordance with their university and CIEE’s standards of conduct concerning plagiarism and academic dishonesty. Use of online translators for work in Spanish will result in an automatic failure.
N.B. Course schedule is subject to change due to study tours, excursions, or local holidays. Final schedules will be included in the final syllabus provided to students on site.

**Weekly Schedule**

**Week 1**

Class: 1.1 Global Vision of Course/European Business Management
- Introduction to course
- Syllabus review (methodology, evaluation criteria, course manual)
- Overview of course themes
- Overview of Evaluation activities
- Reading: syllabus

Class: 1.2 Introduction to Business Management in Europe
- Introduction
- Concept of Administration
- Administrative Process
- Principles of Administration
- Critical review of the situation of company management in Europe/worldwide
- Reading: Pages 1-7, Chapter 1. Administrators and Administration, from the manual “Dirección de Empresas en Europa (Vázquez, A., 2017)”.

**Week 2**

Class: 2.1 Business Administration and Excellence in Management
- Need for a Model of Excellence
- European Foundation for Quality Management (EFQM).
- Fundamental Concepts of Excellence
- Paradores and Excellence in Management: case study of the implementation of Fundamental Concepts of Excellence.
- Reading: Pages 7-11, Chapter 1. Administrators and Administration from the manual “Dirección de Empresas en Europa (Vázquez, A., 2017)”.

Class: 2.2 European Model of Excellence in Management
- EFQM Model of Excellence in Management
- Structure and Criteria of Model
- Tool “Perfil” for organization self-evaluation
- Scheme of EFQM Recognition and European Seals of Excellence
- Reading: Pages 11-17, 21-23, Chapter 1. Administrators and Administration from the manual “Dirección de Empresas en Europa (Vázquez, A., 2017)”.

**Week 3**

Class: 3.1 REDER: A powerful tool for improving the performance of organizations
- REDER Logic Scheme
- REDER Logic for Facilitating Agents
- REDER Logic for Results
- Scoring using the EFQM Model of Excellence
- Case Studies of REDER Logic Scheme
- Reading: Pages 17-21, 25-30, Chapter 1. Administrators and Administration from the manual “Dirección de Empresas en Europa (Vázquez, A., 2017)”.

Class: 3.2 REDER Logic and Excellence in Management of Working on a Dream:

**A Superbowl Journal.**
Week 4
Class: 4.1 Leadership for Excellence in Management
- Leadership according to the EFQM Model of Excellence in Management. Sub-criteria of Leadership for Management Excellence.

Class: 4.2 An Evaluation of the leadership of Nelson Mandela according to the EFQM
- Activity 2. Evaluation. “Evaluation of the Leadership of Nelson Mandela according to EFQM”. Students will be required to respond to questions in written form (Word and PDF formats), questions available in Canvas. Due date available in Canvas.

Week 5
Class: 5.1 Excellence in Group Management
- Concept and types of groups
- Characteristic features of High-Performance Teams
- Stages of development in work groups
- Leadership in work groups
- Basic tools for working in groups

Class: 5.2 Excellence in Group Management
- Debate: High-Performance Teams.
- Film: “El Milagro”.

Week 6
Class: 6.1 Review

Class: 6.2 Midterm Exam
- Exam will comprise of 25 multiple-choice questions—13 questions will correspond to chapters 1-3 and 12 questions to application activities from chapters 1-3 of the course.

Week 7
Class: 7.1 Best Practices in Management and Motivation of People in Europe
- Return exams and grades
- Exam revision/questions
- Overview of topics of second half of course and assessment activities
- Best practices in the Management and Motivation of People in Europe
- International, European and Spanish Recognition Schemes in Best Practices in the Management of People
- Reading: Available in Canvas (International Recognition Schemes)

Class: 7.2 Excellence in the Management of People
Week 8
Class: 8.1 Excellence in People Management in Google
- Film: “Los Becarios”
- Activity 4. Evaluation. “Management of People in Google according to EFQM”. Students will be required to respond to questions in written form (Word and PDF formats), questions available in Canvas. Due date available in Canvas.

Class: 8.2 Global Discussion: Diversity Management
- Introduction to Global Discussion topic
- Organization of groups

Week 9
Class: 9.1 Fundamentals of Organizational Design and Best Practices (I)
- Natural evolution of organizations and process of differentiation: structural origins.
- Parts of the organization
- Coordination
- Design questions: parameters of design
- Design parameters of job roles
- Best Practices in European companies

Class: 9.2 Fundamentals of Organizational Design and Best Practices (II)
- Design of Superstructure
- Grouping Criteria
- Unit Size: Areas of Control
- Best Practices in European Companies
- Knowledge Check, Chapter 5. Professor will share solutions in class from Knowledge Check, Chapter 5, from manual “Dirección de Empresas en Europa (Vázquez, A., 2017)”. Pages 113, solutions page 185 of manual. Available in Canvas.

Week 10
Class: 10.1 Success is also a Matter of Organizational Design (I)
- Debate: “Success is also a matter of organizational design (I)”
- Film: “El Restaurante Dillons/Purnima”, in Kitchen Nightmares

Class: 10.2 Success is also a Matter of Organizational Design (II)
- Debate: “Success is also a matter of organization design (II)”
- Film: “Un día en el Bulli”
- Activity 5. Evaluation: “Success is also a matter of organizational design—from the nightmare
of Dillons-Purnima to the excellence of El Bulli". Students will be required to respond to questions in written form (Word and PDF formats), questions available in Canvas. Due date available in Canvas

**Week 11**

**Class: 11.1 How to Incorporate Client’s Vision: Process Management**

- Basic concepts of process management
- Process management implementation phases
- Process management and evaluation: EFQM Model of Excellence, Criterion 5
- Knowledge Check, Chapter 6. Professor will share solutions in class from Knowledge Check, Chapter 5, from manual “Dirección de Empresas en Europa (Vázquez, A., 2017)”. Pages 143, solutions page 187 of manual. Available in Canvas

**Class: 11.2 Excellence in Process and Organizational Management**

- Debate Session: "Excellence in management and organization of companies”.
- Documentary: “Process Management in Bacardi”

**Week 12**

**Class: 12.1 Review**

- Review of course concepts in preparation for Final Exam. A Summary of topics will be available in Canvas.

**Class: 12.2 Final Exam**

Exam will comprise of 25 multiple-choice questions—13 questions will correspond to chapters 4-6 and 12 questions to application activities from chapters 4-6 of the course.

**Course Materials**

**Readings**

**Course Manual**


**Readings**

In addition to the course manual, the student can also consult the following recommended readings:

