MODULES DESCRIPTION

ENGLISH COURSES

BUSINESS AND ECONOMICS DEPARTMENT

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA

COURSE: ***Management planning and control***
COURSE CODE: *40530-PLANIFICACION Y CONTROL DE GESTION*
ECTS: 6
YEAR: 4 UNDERGRADUATE
SEMESTER: 1º (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: *Strategic Management* *
COURSE CODE: *41129- DIRECCION ESTRATEGICA DE LA EMPRESA*
ECTS: 6
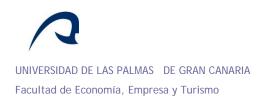**YEAR:**   4 UNDERGRADUATE
SEMESTER: 1º (WINTER)

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

* This course takes place in the Law Faculty. It can also be taken on-line.

COURSE: *Economic Modeling and Policy Analysis* *

COURSE CODE: *40730- MODELIZACION ECONOMICA Y ANALISIS DE POLITICAS*

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

* Economics courses (40730/40731/40732) are highly specialized modules for final year (4th) students in Economics.

COURSE: *Applied Econometrics* * **

COURSE CODE: *40731-ECONOMETRIA APLICADA*

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

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

* Economics courses (40730/40731/40732) are highly specialized modules for final year (4th) students in Economics.

**Previously students have successfully completed intermediate modules of micro and macro economics and quantitative economics.

COURSE: *Economic Evaluation of Projects* *
COURSE CODE: *40732- EVALUACION ECONOMICA DE PROYECTOS*
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
5.2. 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

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COURSE: *Socioeconomic statistics **
COURSE CODE: *41114- ESTADISTICA SOCIOECONOMICA*
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

* This course takes place in the Law Faculty and its practices in the Computer Science Faculty. It can also be taken on-line.

COURSE: *Management skills **

COURSE CODE: *44444- HABILIDADES DIRECTIVAS*

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

* This course takes place in the Engineering Faculty

COURSE: *Technnology for organization management*
COURSE CODE: *40532-TECNOLOGIA PARA LA GESTION DE LAS ORGANIZACIONES*
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.