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Nota di contenuto

Frontmatter -- Preface -- Contents -- Brief biographical sketches of editors -- 1. Organizational culture: forces that shape thinking, behavior, and success / Starr-Glass, David -- 2. Corporate social responsibility reporting and sustainability / Brás, Filomena Antunes -- 3. Project management / Sanz, Gema Calleja / Nadal, Jordi Olivella / Robert, Joan Vinyals -- 4. Consumer behavior: the importance of millennials in the tourism industry / Hernandez-Maskivker, Gilda -- 5. Performance appraisal: a critical tool in effective human resource management / Rodrigues, Ana Lúcia / Machado, Carolina Feliciano -- 6. Job analysis: an application in a knowledge-intensive, high-performance SME / Sousa, Ana Raquel Sampaio de / Machado, Carolina Feliciano / Pinheiro, Miguel -- Index

Sommario/riassunto

Micro MBA focuses on accounting, economics, marketing, human resources, operations, finance and gives the "core" curriculum of subjects usually present in an MBA program. This book presents the key concepts to all those pursuing a managerial career in the technological and engineering industry on principles, strategies, models, techniques, methodologies and applications in the business area for non-economists.
