



Caso Empresarial: Buses Mucho Humo [

2020

text (article)

Analítica

In September 2015, Juana Ahumada, Administration and Finance Manager, participates in a board meeting of the Interurban Public Transport Company of Passengers "Buses Mucho Humo", to address the deep decrease in the sales level of the last quarters. After dealing with hiring and disengagement, he was asked to analyze the feasibility and feasibility of training some of the staff, a task that is derived to the head of HR (the reader of the case). The idea of the case is to offer students in the field of administrative and social sciences an academic experience and practical training

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