COURSE DATA

Data Subject	
Code	34683
Name	Business Techniques
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1400 - Degree in Computer Engineering	School of Engineering	4	Second term
1403 - Degree in Telematics Engineering	School of Engineering	4	Second term

Subject-matter

Degree	Subject-matter	Character
1400 - Degree in Computer Engineering	15 - Business techniques	Obligatory
1403 - Degree in Telematics Engineering	19 - Optional subjects	Optional

Coordination

Name	Department
COBOS CABALLERO, ANGELA	105 - Business Administration 'Juan José Renau Piqueras'
HUGUET BENAVENT, DAVID	44 - Accountancy

SUMMARY

The subject Management Techniques has as purpose to penetrate into the business management and the management of resources, from the point of view organizational, technical, economic and financial.

The purpose of the Business Techniques course is to deepen the direction of companies and the management of their resources, both from the organizational and technical point of view, and economic-financial.

For this, the content of the subject is divided into two large blocks. In the first, dedicated to the management of companies, first of all, basic aspects of the management consultancy sector are introduced, going on to discuss, then, the functional strategies of human resources, marketing and quality, and their practical application in that sector, which represents a remarkable professional output. In addition, organizational models based on innovation and models based on efficiency are studied. Then,

with a practical approach, different types of innovation and examples are considered, as well as different barriers to innovation and change. Considering the potential managerial functions of engineers, we finally address aspects related to international trade, from an ethical perspective.

The second block focused in the economic - financial management, begins with an introduction to the financing sources of the company and continues with the study of the basic concepts of the Cost accounting, in order to provide the knowledge necessary for the comprehension and calculation of costs and budgets.

NOTE: The order of the blocks can be changed. In this case the subject would begin with the block of Business and Accounting and continue with the block of Organization.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

OUTCOMES

1400 - Degree in Computer Engineering

- G2 - Ability to lead project activities in the field of information technology, in accordance with both the knowledge and the specific skills acquired in the degree.
- G11 - Ability to analyse and assess the social and environmental impact of technical solutions, and understanding of the ethical and professional responsibility of a computer engineer.
- G12 - Knowledge and application of the basic principles of economics and human resource management, project organisation and planning, and legislation, regulation and standardisation in the field of computer projects, in accordance with both the knowledge and the specific skills acquired in the degree.
- TI1 - Ability to understand the environment of an organisation and its needs in the field of information and communication technology.
- TI3 - Ability to use user-centred and organisation-centred methodologies for the development, assessment and management of IT-based applications and systems, to ensure accessibility, ergonomics and usability.
- TI5 - Ability to select, implement, integrate and manage information systems that meet the needs of the organisation taking account of cost and quality criteria.

- SI1 - Ability to integrate ICT solutions into business processes in order to meet the information needs of organisations, thus enabling them to achieve their goals effectively and efficiently and providing them with competitive advantage.
- SI4 - Ability to understand and apply the principles and practices of organisations, so that they can liaise between the technical and administrative staff of an organisation, and can actively participate in the training of users.
- SI5 - Ability to understand and apply the principles of risk assessment and apply them correctly in the development and implementation of action plans.
- SI6 - Ability to understand and apply the principles and techniques of quality management and technological innovation in organisations.

LEARNING OUTCOMES

At the end of the semester and as result of the learning process of the subject, the student should be able to:

- Identify different market segments as well as to search new ones. (G11, G12, TI1, TI3, SI1, SI4)
- Develop marketing strategies for each segment and develop a marketing plan that allows proper market orientation. (G11, G12, TI1, TI3, SI1, SI6, SI4)
- Analyse an industrial sector, making a strategic diagnosis. (G12, TI1)
- Identify potential growth strategies used by companies for their development. (G11, G12, TI5, SI1, SI5, SI6)
- Design the organization with the aim to maximize the contribution of people to the strategy. (G2, G11, G12, TI3, SI6)
- Representing processes and design improvement plans for them. (G2, G12, TI5, SI4, SI6)
- Understand the importance of logistics. (G2, G11, G12, TI5, SI5, SI6)

Besides the specific aims indicated previously, during the course there will be promoted the development of diverse social and technical skills, which include:

- Critical and reflective skills through reading, preparation and discussion of different cases and proposed exercises, as well as through the study of real business situations.
- Capacity of analysis, capacity of synthesis and the creativity need it to the resolution of problems and the decision making in general.
- Skills for the search and managing of information, bibliography or not, in different sources, taking advantage of the electronic possibilities.

- Communication skills, both oral and written, trying to improve the exposure of students' personal views, with special emphasis on the presentation of papers and reports.
- Social and interpersonal skills necessary for the development of teamwork, leadership and motivation of human resources.

DESCRIPTION OF CONTENTS

1. MANAGEMENT OF PROFESSIONAL SERVICES

1. Structure of the sector
2. Marketing Strategy
3. HR Strategy
4. Quality strategy

2. ORGANIZATIONAL MODELS

1. Business models based on innovation
2. Business models based on the efficiency
3. Life cycle of activity
4. Size of the company

3. INNOVATION AND INTERNATIONAL TRADE

1. Barriers to the innovation and to the change
2. Ethical International trade
3. The experiment of the ultimatum

4. BUSINESS FINANCING SOURCES

1. Internal financing vs external financing.
2. Types of external financing.
3. Bank financing

5. BUSINESS COSTS

1. The need to know and control business costs.
2. Basic concepts.
3. Cost models.
4. Cost location.
5. Cost accumulation systems.

6. WORK BY ORDER: COSTS AND BUDGETS

1. Costs by orders or production orders.
2. How to budget a specific job.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	50,00	100
Classroom practices	10,00	100
Attendance at events and external activities	2,00	0
Development of group work	15,00	0
Development of individual work	15,00	0
Study and independent work	5,00	0
Readings supplementary material	3,00	0
Preparation of evaluation activities	25,00	0
Preparing lectures	5,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	10,00	0
TOTAL	**150,00**	

TEACHING METHODOLOGY

The formative activities will develop in agreement with the following methodology:

• Theoretical activities.

Description: explanatory lessons of the contents of every unit. In the theoretical classes the topics will be developed with a global vision, analyzing in detail the key aspects and more complex, and also considering the participation of the student. (G2, G11, G12,TI1, TI3, TI5, SI1, SI4, SI5, SI6)

• Practical activities.

Description: These are a complement to the theoretical activities in order to apply the basic concepts and expand the knowledge with the experience acquired during the course.

Some of these activities will be conducted in small groups and may include the following types of classroom activities:

- Problems and questions. (G12, TI5, SI4, SI5)

- Discussion sessions and problem-solving exercises, previously worked by the students. (G12, TI5, SI4, SI5)

- A monographic work. (G2, G11, G12,TI1, TI3, TI5, SI1, SI4, SI5, SI6)

- Oral presentations. (G2, G11, G12,TI1, TI3, TI5, SI1, SI4, SI5, SI6)

- Conferences, seminars and events (in or outside the classroom). (G2, G11, G12,TI1, TI3, TI5, SI1, SI4, SI5, SI6)

- Tutorials scheduled (individualized or in group). (G2, G11, G12,TI1, TI3, TI5, SI1, SI4, SI5, SI6)

- **Evaluation.**

Description: Individual assessment exercises in the classroom with the teacher's presence.

Dedication: 60h (40 %)

- **Personal work of the student.**

Description: Accomplishment (out of the classroom) of monographic works, bibliographical search, questions and problems, accomplishment of reports, as well as the preparation of classes and examinations (study). This task will be realized in an individual way and it tries to promote the autonomous work.

Work at small groups.

Small groups of students (2-4) will work about questions and problems out of the classroom. This task complements the individual work and promotes the capacity of integration in workgroups.

Dedication: 90h (60 %)

The e-learning platform (Virtual Classroom) of the University of Valencia will be in use as support of communication with the students. Students will have access to the didactic material used in during the course, as well as the problems and exercises to resolve.

EVALUATION

To evaluate the subject BUSINESS, it is important to consider that it combines two distinct blocks of content taught by two departments: Accounting and Management.

For the 1st and 2nd rounds and both evaluation options (A or B), the teacher of each part of the course (Accounting or Management) assesses, independently, 50% of the final grade.

Criteria in both assessment bands are applied independently to each subject block. The overall score will be equal to the mean score for the two blocks. To pass, students must obtain a minimum of 40% in each block.

Student involvement in the teaching-learning process carries significant weight. Student involvement is assessed by regular monitoring of classroom activities and continuous learning of subject content. Marks are supplemented using objective testing throughout the semester. Calculation of the final course grade in the 1st round is explained in the following table:

OPTION A

a. Concept being evaluated:	% of final mark
Participation and work throughout the semester:	35 %
Submission of case studies and coursework.	
Objective testing throughout the semester.	
b. Final Exam	65 %

To approve the subject it will be required the obtaining of a minimum of 4 points in the final examination, in each of the parts. In case the student manages to approve one of two blocks of the subject, the qualification obtained in the first summons will be kept for the second summons, in which only it will have to do the examination of the not approved block.

Due to its face-to-face nature, continuous evaluation activities are not recoverable.

OPTION B

This evaluation option will apply to students who have failed to complete the activities set out in the paragraph a) option A.

The final exam, regardless of the round and its weighting in the final grade, will consist of two parts, one for each of the content blocks (Accounting and Management).

In this option B, course grade depends only on the exam.

The assessment will be 80% of the mark obtained in the examination of that part. The course grade will be the result of adding the note of both part . For this option, passing the subject also requires a minimum of 40% in the final note of each part of the course.

In any case, the evaluation of this subject will be done in compliance with the University Regulations in this regard, approved by the Governing Council on 30th May 2017 (ACGUV 108/2017).
https://webges.uv.es/uvTaeWeb/MuestraInformacionEdictoPublicoFrontAction.do?accion=inicio&idEdictoSeleccionado=5639

REFERENCES

Basic

- Amat, O. (2008): Contabilidad y Finanzas para no financieros, (2ª edición). Ed. Deusto. Centro Europeo de Empresas e innovación de Murcia (CEEIM).
- Cobos, A. (2015): Consultoría de Empresas: la Empresa Consultora y el Proyecto de Consultoría. Master de Consultoría Estratégica. Universitat de València.
- Felber, C. (2018): Por un Comercio Mundial Ético. Ed. Deusto
- Ripoll, V. y otros (2011): Casos prácticos resueltos de contabilidad de costes. Profit editorial.
- APARISI CAUDELI, J. A.; GANDIA CABEDO, J.L.; HUGUET BENAVENT, D. Y MONTAGUD MASCARELL, M.D. (2017). Supuestos prácticos de Contabilidad de Costes. Ed. Ezcurra

Additional

- Felber, C. (2012): La Economía del Bien Común. Ed. Deusto
- Gómez-Mejía, L (2008): Dirección de Recursos Humanos. Prentice Hall.
- Leal Millán, A. (Coordinador) (2000): El factor humano en las relaciones laborales. Manual de dirección y gestión. Ed. Pirámide
- Lloria, M.B y Mohedano-Suanes, A. (2017). Introducción a la Dirección de Empresas. Casos Prácticos. Ed. Pearson, Madrid.
- Maxwell, J. (2009): Desarrolle el líder que está en usted. Ed. Grupo Nelson
- Varios: Lecturas sobre cuestiones específicas y de actualidad.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

1. Contenidos

Se mantienen los contenidos inicialmente recogidos en la guía docente.

2. Volumen de trabajo y planificación temporal de la docencia

Reducción del peso de unas actividades y sustitución por otras manteniendo el volumen de trabajo que marca la guía docente original.

En la primera parte del semestre, se han impartido las sesiones programadas en las mismas fechas y horas con la misma duración (Parte de Contabilidad).

En la segunda parte del semestre (Parte de Dirección de Empresas), se mantienen en un 60% las sesiones programadas en las mismas fechas y horas con la misma duración; y en un 40% se da libertad de horario al estudiante para realizar las actividades programadas de evaluación continua, de acuerdo con su propia programación, y con atención personalizada por parte de la profesora en la revisión de los trabajos que se les solicitan.

3. Metodología docente

Listado de herramientas docentes que sustituyen a la docencia presencial en las clases.

1. Subida de materiales al Aula virtual
2. Propuesta de actividades por aula virtual
3. Videoconferencia síncrona BBC
4. Videoconferencia asíncrona BBC
5. Transparencias locutadas
6. Debates en el foro en Aula Virtual
7. Problemas/ejercicios resueltos (clases prácticas)
8. Vídeos grabados (clases prácticas)
9. Desarrollo de proyectos
10. Tutorías mediante correo electrónico, telefónicas y mediante whatsapp
11. Tutorías mediante videoconferencia
12. X

Uso de herramientas docentes:

Sustitución de la lección magistral. Herramientas docentes: 1, 2, 3, 4, 5, 6, 7 y 9

Organización de las tutorías

Tutorías. Herramientas docentes: 6, 7, 10 y 11

Horarios de tutorías:

Parte de Contabilidad: Lunes de 11.30h a 13.30h y Martes de 17h a 18h

Parte de Dirección de Empresas: Lunes y Jueves de 10h a 13h

4. Evaluación

El sistema de evaluación recogido en la guía docente se mantiene, de forma que la prueba final será online, incluyendo un examen tipo test y la realización de un ejercicio práctico, con la ponderación establecida.

Adicionalmente, se ha establecido una opción de evaluación alternativa, con una reponderación en la cual la evaluación continua supone el 67,5% y la prueba final online el 32,5%.

En esta opción alternativa, la parte de Dirección de Empresas, con docencia asignada en la segunda parte del semestre, con una participación en la nota final del 50%, puede ser evaluada con la modalidad de evaluación continua, con la realización por parte de los estudiantes de dos trabajos académicos, uno de contenido teórico y otro de contenido práctico; aunque el enfoque teórico-práctico subyace en el desarrollo de esta materia. La revisión y evaluación de estos trabajos puede conllevar el uso de otras actuaciones, como la videoconferencia.

En cualquier caso, los estudiantes tendrán la posibilidad de ser evaluados con los criterios de evaluación establecidos originalmente en la guía docente.

Entre las actuaciones consideradas dentro de la evaluación se incluyen:

1. Adición de actividades de evaluación continua
2. Incremento del peso en la nota final de la evaluación continua
3. Pruebas de evaluación mediante trabajos académicos
4. Exámenes orales por videoconferencia
6. Pruebas objetivas (tipo test) en aula virtual
7. Prueba escrita abierta (examen tradicional) pero distribuido en aula virtual

La nota de evaluación continua será recuperable en examen en todas las opciones de evaluación.

5. Bibliografía

En la parte de Contabilidad, La bibliografía recomendada se mantiene pues es accesible.

En la parte de Dirección de Empresas, se sustituye parte de la bibliografía recomendada al no estar disponible en línea.

Cobos Caballero, A. (2015): Consultoría de Empresas: la Empresa Consultora y el Proyecto de Consultoría. Master de Consultoría Estratégica. Universitat de València. (Materiales propios del profesorado).

Menguzzato Boulard, M. (Dir.) (2009): La dirección de empresas ante los retos del siglo XXI: homenaje al profesor Juan José Renau Piqueras. Publicacions de la Universitat de València. 9788437084732 (Llibre-e)

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