

**COURSE DATA****Data Subject**

Code	34749
Name	Business
Cycle	Grade
ECTS Credits	6.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. Period year
1401 - Degree in Chemical Engineering	School of Engineering	1 First term

Subject-matter

Degree	Subject-matter	Character
1401 - Degree in Chemical Engineering	4 - Business	Basic Training

Coordination

Name	Department
COBOS CABALLERO, ANGELA	105 - Business Administration 'Juan José Renau Piqueras'
ROMERO MARTINEZ, MARIANO	44 - Accountancy

SUMMARY

The subject Business aims to provide a generic introduction to business management and the management of the firm resources, both from the organizational and the economic point of view.

The content of the subject is divided in two big blocks. In the first one dedicated to the organizational area, after defining the company and the diverse subsystems that compose it, we analyze the relation with the environment. Then, we study the different skills of managers, considering the potential managerial functions of the engineers, inside the process of managerial decisions making. Finally, we discuss some basic issues relating to organizational design and innovation in the enterprise.

The second block focuses on the economic-financial management. It begins with an approximation to the juridical frame of the company and continues with the study of the basic concepts of the Accounting, in order to provide the knowledge necessary for the comprehension and analysis of the financial statements of the company and for the diagnosis of his financial situation.



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

The fundamental aim of the subject is that the students acquire a suitable knowledge of business reality, of the foundations of the organization and management of companies and of the content and managing of the financial information presented by these entities.

The contents of the subject are:

Foundations of Business management

- Market economy, macroeconomic information and international trade
- Concept of company and juridical framework
- Introduction to the costs: direct, indirect, allocation

Management strategy

- Analysis of the situation of a sector: techniques of diagnosis
- Process of formulation of managerial strategies
- Organizational design for the persons' management

Company and accounting

- Balance sheet and income statement
- Analysis of the financial statements, financial ratios, profitability ratios

The theory classes will be taught in Spanish and the practical and laboratory classes as stated in the course sheet available on the degree's web.

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

1401 - Degree in Chemical Engineering

- G3 - Knowledge of basic and technological subjects that allows students to learn new methods and theories and provides them with versatility to adapt to new situations.
- G4 - Ability to solve problems with initiative, decision-making skills, creativity and critical reasoning and to communicate and transmit knowledge, abilities and skills in the field of industrial engineering.
- G9 - Ability to organise and plan work in companies and in other institutions and organisations.
- G10 - Ability to work in a multilingual and multidisciplinary environment.
- B6 - Suitable understanding of the concept of company and of its institutional and legal framework. Business organisation and management.

LEARNING OUTCOMES

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

- Interpret the main macroeconomic variables of a country to realize an analysis of the socio-economic environment (G9, B6).
- Develop, from the accounting information of a company, a financial analysis (G4, G9, B6).
- Interpret the annual financial statements of a company to make decisions on possible improvement actions (G4, B6).
- Study the feasibility of investment projects to make decisions related to business growth (G3, G10, B6).
- Allocate direct and indirect costs to the products or services offered by the company (G9).
- Identify different market segments as well as to search new ones (G9, G10).
- Analyze an industrial sector, making a strategic diagnosis (G9).
- Identify the growth strategies that can be used by companies for their development (G9, B6).
- Designing the organization, aiming to maximize the contribution of individuals to the strategy (G9, B6).

Skills

The student should be able to:

- Carry out a strategic basic diagnosis (SWOT analysis).
- Identify key variables of organizational design and design the organizational chart.
- Understand the fundamentals of Human Resource Management.
- Maintain a critical and self-critical attitude, developing entrepreneurial activities with a high degree of personal initiative and the assumption of calculated risks.
- Understand the accounting information elaborated by the company.
- Analyze the accounting statements and make a diagnosis of the financial situation of the company.



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. THE COMPANY AND THE BUSINESSPERSON

1. Introduction to Management.
2. Company: Concept and Classification.
3. Types of Businessperson.
4. The Functional Subsystems.

2. STRATEGIC MANAGEMENT

1. Introduction.
2. Analyzing the Environment of Business Organizations.
3. Business Strategies.

3. ORGANIZATION AND MANAGEMENT

1. Interpersonal Skills.
2. Human Resources Management.
3. Organizational Design.
4. Innovation in Business.

4. ECONOMIC AND LEGAL FRAMEWORK OF THE COMPANY

1. Economic Framework.
2. Types of Companies.

**5. FINANCIAL INFORMATION OF THE FIRM**

1. Basic Concepts.
2. Balance Sheet.
3. Income Statement.

6. ANALYSIS OF FINANCIAL STATEMENTS

1. General Issues.
 - a. Financial Statements
 - b. Objectives and typology.
2. Diagnosis of economic and financial situation of the company.
 - a. Study of the composition and evolution of the balance sheet and income statement.
 - b. Analysis of Financial Balance.
 - c. Study of Corporate Profitability.
 - d. Cost-Volume-Profit.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	35,00	100
Classroom practices	25,00	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 (G3, G4, G9, G10, B6).

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 (G4, G9, B6).
- Discussion sessions and problem-solving exercises, previously worked by the students (G4, G9, B6).
- A monographic work (G3, G4, G9, G10, B6).
- Oral presentations (G3, G4).
- Conferences, seminars and events (in or outside the classroom) (G3, G4, G9, G10, B6).
- Tutorials scheduled (individualized or in group) (G3, G4, G9, G10, B6).

Evaluation

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

Dedication: 60 h (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: 90 h (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. The global mark thus calculated must be at least 5 to pass the course.

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. In accordance with this approach, the final grade of the subject in the first round will be obtained according to the following:

OPTION A

a. Concept being evaluated: Participation and work throughout the semester.

- Submission of case studies and coursework.
- Objective testing throughout the semester.

% of final mark: 35 %

b. Concept being evaluated: Final Exam.

% of final mark: 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.

Either due to its nature of teamwork and / or its face-to-face nature in which it is intended to evaluate the work and continued study carried out by the student throughout the class period, continuous evaluation activities are not recoverable.

**OPTION B**

This evaluation option will apply to students who either have not completed the activities provided for in section a) of option A, or who have not obtained in them a sufficient grade to obtain 4 points (out of 10) in the grade of a part of the subject with option A of evaluation.

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 parts. 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 system will be governed by what is established in the Reglament d'Avaluació i Qualificació de la Universitat de València per a Títols de Grau i Màster (<http://links.uv.es/7S40pjF>).

REFERENCES**Basic**

- Amat, O. (2008): Contabilidad y Finanzas para no financieros, (2ª edición). Ed. Deusto.
- Iborra, M., Dasí, A., Dolz, C. y Ferrer, C. (2007): Fundamentos de Dirección de Empresas. Ed. Thomson.
- Lloria, M.B y Mohedano-Suanes, A. (2017). Introducción a la Dirección de Empresas. Casos Prácticos. Ed. Pearson, Madrid.
- Serra, V, Giner, B. y Vilar, E. (2010). Sistemas contables de Información financiera. Ed Tirant lo Blanch.
- Díez-Vial, I.; Martín de Castro, G. y Montoro-Sánchez, M.A. (2016): Fundamentos de Administración de Empresas. Thomson Reuters.

Additional

- Cobos, A. (2015): Consultoría de Empresas: la Empresa Consultora y el Proyecto de Consultoría. Master de Consultoría Estratégica. Universitat de València.
- Felber, C. (2012): La Economía del Bien Común. Ed. Deusto.
- Felber, C. (2018): Por un Comercio Mundial Ético. Ed. Deusto.
- López, D.; Orta, M. y Sierra, G. (2008): Introducción a la contabilidad y al análisis financiero. Especial referencia a las empresas turísticas. Ed. Pirámide.
- Navas, J.E. y Guerras, L.A. (2008): La Dirección Estratégica de la Empresa. Teoría y Aplicaciones. Ed. Thomson. Civitas (4ª Ed.).



- Socías, A. y otros (2008): Contabilidad financiera. El modelo contable básico. Teoría y supuestos, (2ª edición). Ed. Pirámide.
- 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

Contents

The contents initially established in the Course Guide are maintained.

Workload and planning of teaching

Workload:

The activities described in the Course Guide with their time dedication are maintained.

Planning of teaching:

The resources used in the theoretical and practical sessions allow to continue with the planning of teaching both in days and in scheduled, both of if is in-person class or not.

Teaching methodology

In the theoretical and practical classes, there will be the maximum in-person class sessions, always respecting the sanitary restrictions that limit the classroom capacity to 50% of their usual occupation. Depending on the classroom capacity and the number of students enrolled, it could be necessary to distribute the students into two groups. If this situation occurs, each group will assist to the in-person class sessions by rotating shifts, thus ensuring compliance with the limitation of classroom capacity. The rotation system will be established once the enrollment results is known, guaranteeing, in any case, that the percentage of in-person classes for all the students enrolled in the subject is the same. For non-in-person theoretical and practical classes, preferably, there will be a synchronous online teaching model, as long as compatibility with other scheduled activities allows. Online teaching will be carried out by synchronous videoconference respecting the timetable, or, if not possible, asynchronous.

Once the enrollment results and the availability of spaces are known, the Comisión Académica de la Titulación will approve the Teaching Model of the Degree and its adaptation to each subject, establishing the specific conditions in which the teaching will be developed.

If there is a closure of the facilities for sanitary reasons that totally or partially affects the classes, these will be replaced by non-person sessions following the established timetable.

Evaluation



The evaluation system described in the Course Guide in which the activities have been specified as well as their contribution to the final grade of the subject is maintained.

If there is a closure of the facilities for sanitary reasons that affect the development of any face-to-face evaluable activity, it will be replaced by a test/activity of a similar nature that will be carried out in virtual mode using the computer tools licensed by the University of Valencia. The contribution of each evaluable activity to the final grade of the course will remain unchanged, as established in this guide.

References

The recommended references in the Course Guide is maintained, since they are available.
