

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

<b>Code</b>	34818
<b>Name</b>	Business organization
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2021 - 2022

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1402 - Degree in Telecommunications Electronic Engineering	School of Engineering	4	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1402 - Degree in Telecommunications Electronic Engineering	19 - Business organisation	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
SORET MEDEL, JESUS	242 - Electronic Engineering

**SUMMARY**

Business Organization. The course is taught in the first quarter of the fourth year of the degree in Electronic in Telecommunications Engineering Degree. The curriculum consists of a total of 6 ECTS credits. It's a obligatory subject, whose overall objective is that students acquire adequate knowledge of the concept of business well as the principles of the company organization and business management. General objectives may include the following: To familiarize the student with business terminology. To develop a vision of the general aspects of the business, its relations with the environment, process management, decision making in business and functional areas that comprise it. To develop abilities for analysis, systematization and interpretation of relevant information for decision-making in different contexts. To identify accurately and clear some general aspects of management system and its functions. To elaborate the principles of organization as a basis for addressing the problems of organizational design. To rate, based on the information available, the situation and probable development of a business. To apply management skills such as teamwork and motivation. To promote habits for actively seeking employment. To enhance abilities to undertake



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

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

### Other requirements

It does not require specific knowledge in this matter, due to the introductory level of the subject. However, because of its relationship with the content and skills to acquire, it is recommended to study "Project Management" subject previously. This course introduces general knowledge of the functioning of organizations, so it helps to integrate and synthesize the knowledge acquired by students during all the studies in Engineering Degree. We recommend a proactive attitude of the students, regular attendance

## OUTCOMES

### 1402 - Degree in Telecommunications Electronic Engineering

- G8 - Knowledge and application of basic elements of economics and human resource management, project organization and planning, and legislation, regulations and norms in telecommunications.
- G9 - Ability to work in a multidisciplinary environment and in a multilingual group and to communicate, in writing and orally, knowledge, procedures, results and ideas related to telecommunications and electronics.
- G7 - Ability to analyze and assess the social and environmental impact of technical solutions.
- R3 - Ability to use computer tools to find bibliographic resources and information related to telecommunications and electronics.
- G2 - Knowledge, understanding and ability to apply the legislation required in the development of the profession of Telecommunications Technical Engineering and ability in the handling of specifications, regulations and norms of compulsory compliance.

## LEARNING OUTCOMES

Because the study of this subject, students will understand the purpose of the companies as an engine of the economy and its social dimension, and learn the operation and interrelation of the main areas and company systems. Also, know the most directly related to professional development activities in the firm: managerial skills and entrepreneurship. Specifically, this course allows for the following learning outcomes:

- Ability to communicate effectively in the professional vocabulary in meetings, presentations and written documentation (G9).
- Critical analysis and synthesis for decision-making in the area of interest (G7,G9).
- Knowledge of running a business and its relationship with the environment (G2,G8).
- Identification and understanding of the different company forms in the market (G2,G8).
- Ability to develop a basic organization of the company (G2,G8).
- Ability to understand the different sources of funding to access businesses (G2,G8).



- Ability to analyze and interpret financial statements of a company (G2,G7,G8).
- Possibility of cash flow forecasts primarily to analyze the viability of a business project (G2,G8).
- Skill and knowledge to perform basic planning of the production of the company (G2,G7,G8).
- Knowledge to design basic HR department in the company, understanding the role and function of staff as well as the forms of compensation (G2,G7,G8,G9).
- Faculty to analyze and interpret a Sales and Marketing Plan, and to design a basic marketing plan for a company (G2,G7,G8).
- Awareness training on the interest of certain skills in business management (G9).
- Authority to develop a business plan to decide on whether to undertake its implementation (G2,G7,G8, G9).

In addition to the specific objectives mentioned above, during the course will be promoted in various skills training, among which include:

- Capacity for analysis and synthesis.
- Ability to argue from rational and logical criteria.
- Ability to communicate properly and organized.
- Ability to develop a problem in a systematic and organized.
- Capacity for personal work and timing.

Ability to work in team.

## DESCRIPTION OF CONTENTS

### 1. ECONOMY AND ECONOMIC ACTIVITY

Economy and economic activity. Economic agents. Organization of economic activity and economic systems. Introduction to the functioning of markets. Theoretical approaches to analyze the business: the systemic approach. Conclusions.

### 2. BUSINESS ENVIRONMENT

Concept and functions of business. Elements. Business as a system; functional areas. Types of companies. The role of the entrepreneur. The company and the market economy system. Commercial occupational and business legal framework.

### 3. BUSINESS STRATEGY

Introduction to Business Strategy. PESTEL and PORTER techniques. Strategic analysis (SWOT-CAME). Strategic plan. Strategy based on Corporate Social Responsibility (CSR\_ME). Location. Dimension. Business growth. Business collaboration



#### **4. MARKETING AREA**

The market. Types of markets. Market research. Sales plan. Market segmentation and positioning. Marketing variables: product, price, distribution, communication. Marketing Plan. The role of Marketing Department. Conclusions.

#### **5. BUSINESS MANAGEMENT**

Concept, components and structure of the management system. The levels of management. Business objectives. Management by objectives. The administrative functions. Planning. Control. Information systems. Concept and structure of the decision-making system. Kinds of decisions.

#### **6. ORGANIZATIONAL CORPORATE MODELS**

Determinants of the structure. Life cycle of the organization. The simple structure. The functional structure. The divisional organization. The matrix organization. The network structure or ad hoc. Functional areas of the company. Cases of study. Conclusions.

#### **7. HUMAN RESOURCES AREA**

The role of the Human Resources management. Legal framework. Types of contract. Workers and Employers: rights and duties. Conclusions.

#### **8. MANAGERIAL SKILLS**

Motivation. Leadership. Communication. Conflict and negotiation. Team management. Managing risk, change and innovation. Conclusions

#### **9. BUSINESS PROJECT**

The creation of a company. Business Model Design. Business plan. Analysis of business viability. Formal constitution of the company: requirements. Conclusions.

#### **10. CORPORATE ENTREPRENEURSHIP**

Entrepreneurship cases and examples. The entrepreneur as hero of entrepreneurial activity. The entrepreneurial process: concept, elements and characteristics. The business opportunity. The resources. Case of study. Conclusions.



## WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Laboratory practices	20,00	100
Classroom practices	10,00	100
Attendance at events and external activities	8,00	0
Development of group work	12,00	0
Development of individual work	12,00	0
Study and independent work	10,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	10,00	0
Preparing lectures	12,00	0
Preparation of practical classes and problem	12,00	0
Resolution of case studies	4,00	0
<b>TOTAL</b>	<b>150,00</b>	

## TEACHING METHODOLOGY

Subject development is carried out through theory classes, classes applied, and seminar-workshops.

**Theoretical activities** will expose through theory classes (T). In those classes, we will use the lecture model. The teacher will present or explain by exposing the contents of each issue to highlight those key aspects of comprehension. (G2, G7, G8)

**Applied activities or practices** (P) will be developed in this way: some lessons or exercises selected by the teacher will be prepared for all the students organized individually or in several groups (2-4 students). The teacher will select one of the team for conference, at its discretion. Following there will be a question and discussion turn by the teacher and other student teams. (G2, G7, G8, G9)

**Seminar-workshops** (S) will be developed according to the following method: the teacher will propose some issues related to the subject but not included in the documentation given to the students, and assign each team a seminar-workshop to develop and defend it by exposing. Following, there will be a question and discussion turn by the teacher and other student groups. (G2, G7, G8, G9)

## EVALUATION

The knowledge obtained by students may be assessed in two ways: firstly through a continuous assessment, or by a final exam for those students who either have failed to comply with the requirements for continuous assessment.





**Continuous Evaluation System.** This system will be assessed to those students who regularly participate in training activities, evaluating theoretical activities, practical activities, seminars, workshop and laboratory activities

To access this type of assessment will require more than 75% support in practical activities (P) and seminar-workshop (S). The first contribute 20% to the final while the laboratory sessions will contribute 20% to the final grade.

The knowledge gained in the lectures will be evaluated by a single objective test consisting of a final theory exam, which will consist of theoretical and practical issues of the above both in the lectures, workshops and seminars-workshops throughout the year. The final exam of theory contributes 60% of the final grade.

The degree of participation and student involvement in practical activities will be assessed taking into account the regular attendance and classroom activities provided by the degree of preparation and public presentation of the theme that the group has presented, describing uniquely the group and all members will get the same note in this part (exposure issue). The rating is weighted practical activities through a 50% regular attendance (over 75%) and 50% readiness, quality of presentation, clarity of exposition and rigor in Question Time. The note of the practical activities contributes to 20% of the final grade.

The evaluation of the activities of the seminar-workshop will be assessed through regular attendance at the same student as well as by the degree of preparedness and public exposition of the theme that the group has presented, qualifying the group uniquely and all members get the same note in this part (exposure of the seminar-workshop). The qualification of the seminar-workshop was weighted by 25% regular attendance (over 75%) and 75% readiness, quality of presentation, clarity of presentation and thoroughness in question time. The note of the seminar-workshop will contribute to 20% of the final grade.

To average in any of the weights have to achieve a minimum score of 5.

**Single Assessment System.** For those students who for whatever reason can not attend classes regularly or have not passed the continuous assessment, in all its various assessments, the evaluation of acquired knowledge will be done through a final review of theory coinciding with the final examination of the Theory of students who have continued the system of continuous evaluation and will include the contents of all onsite activities conducted: theoretical activities and practical activities. Seminar-workshop activities will be evaluated by case studies as homework. The Theory examination mark will contribute 30% of the final while the practical evaluation will be based on the submission of works and contributes 70% of the final grade.

In order to be able to average, a minimum grade of 5.0 / 10 must be obtained in each of the parts.

In any case the evaluation will be submitted to the statements of Reglament d'avaluació i qualificació de la Universitat de València per a títols de Grau i Màster

(<https://webges.uv.es/uvTaeWeb/MuestraInformacionEdictoPublicoFrontAction.do?accion=inicio&idEdictoSeleccionado=5639>).



## REFERENCES

### Basic

- BUENO CAMPOS, E. (2008): Manual de Introducción a la Organización de la Empresa. Ed. UDIMA. Madrid.
- BUENO CAMPOS, E. (2004): Curso Básico de Economía de la Empresa. Editorial Pirámide, Madrid.
- DÍEZ DE CASTRO, J., REDONDO LÓPEZ, C. (1999): Administración de Empresas. Editorial Pirámide, Madrid.
- BUENO CAMPOS, E. (1997): Organización de Empresas. Estructura, procesos y Modelos. Editorial Pirámide, Madrid
- OSTERWALDER, A. et al (2011): Generación de modelos de negocio. Ed Deusto. Barcelona.

### Additional

- NAVAS LÓPEZ, E. y GUERRAS MARTÍN, L.A. (2003): La dirección estratégica de la empresa. Teoría y aplicaciones. Editorial Civitas, Madrid.
- CABRERA, A. (2011): Economía de la Empresa. Ediciones SM, Madrid
- Canales de noticias (RTVE) y diarios generalistas con suplementos en economía
- Diarios especializados: Cinco Días, El Economista, Expansión, etc.

## ADDENDUM COVID-19

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

The verification of the knowledge acquired in theory (T) will be carried out by means of an individual exam online about theoretical activities. This will contribute 30% of the final grade. Likewise, the following deliverables will be presented online on date by means of “Aula Virtual”: an individual project (TFA) whose weighting will be 30%; one or several works individually done , in order to evaluate the knowledge acquired through problem (P) and seminar-workshop (S) activities, whose assessment will contribute another 40% to the final qualification. In order to average (T, P, S) a minimum grade of 5/10 must be achieved.