

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

Code	34829
Name	Business
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1407 - Degree in Multimedia Engineering	School of Engineering	1	First term

Subject-matter

Degree	Subject-matter	Character
1407 - Degree in Multimedia Engineering	1 - Empresa	Basic Training

Coordination

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

SUMMARY**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



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

1405 - Grado en Ingeniería Multimedia

- G1 - Be able to relate and structure information from different sources and to integrate ideas and knowledge. (RD1393/2007)
- G3 - Take into account the economic and social context in engineering solutions, be aware of diversity and multiculturalism and ensure sustainability and respect for human rights and equality between men and women.
- G4 - Be able to integrate into working groups and collaborate in multidisciplinary environments and be able to communicate properly with professionals from all fields.
- G5 - Be able to lead working groups properly, respect and appreciate the work of others, take into account the needs of the group and be available and accessible.
- B6 - Have proper understanding of the concept of company and know the institutional and legal framework of companies. Business organisation and management.
- MM21 - Communicate effectively, both in writing and verbally, knowledge, procedures, results and ideas related to ICT and specifically to multimedia, and know their socioeconomic impact.
- MM30 - Be able to analyse and assess the social and environmental impact of technical solutions and understand the ethical and professional responsibility of multimedia engineering.
- MM31 - Know and apply the basic elements of economics and of human resources management, project organisation and planning, and legislation, regulations and norms in multimedia projects, according to the knowledge acquired as described in the specific competences.

LEARNING OUTCOMES

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. (G1, B6, MM31)
- Develop, from the accounting information of a company, a financial analysis. (B6, MM31)
- Interpret the annual financial statements of a company to make decisions on possible improvement



actions. (B6, MM31)

- Study the feasibility of investment projects to make decisions related to business growth. (G1, G3, G4, B6, MM21, MM30, MM31)
- Allocate direct and indirect costs to the products or services offered by the company. (B6, MM31)
- Identify different market segments as well as to search new ones. (G1, G3, MM31)
- Analyze an industrial sector, making a strategic diagnosis. (G1, G3, B6, MM31)
- Identify the growth strategies available for entrepreneurial activities. (G1, G3, G5, B6, MM21, MM30, MM31)
- Designing the organization, aiming to maximize the contribution of individuals to the strategy. (G3, G4, G5, MM21, MM30, MM31)

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. (G1, G3, G4, G5, B6, MM21, MM30, MM31)

- 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:

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- Problems and questions. (G1, B6, MM31)
- Discussion sessions and problem-solving exercises, previously worked by the students. (G1, B6, MM31)
- A monographic work. (G1, G3, G4, G5, B6, MM21, MM30, MM31)
- Oral presentations. (G1, G3, G4, G5, B6, MM21, MM30, MM31)
- Conferences, seminars and events (in or outside the classroom). (G1, G3, G4, G5, B6, MM21, MM30, MM31)
- Tutorials scheduled (individualized or in group). (G1, G3, G4, G5, B6, MM21, MM30, MM31)



- 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. 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. 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.

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 Evaluation and Qualification Regulations of the University of Valencia for Degrees and Masters.

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



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Basic

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- Serra, V, Giner, B. y Vilar, E. (2010). Sistemas contables de Información financiera. Ed Tirant lo Blanch.
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- Lloria, M.B y Mohedano-Suanes, A. (2017). Introducción a la Dirección de Empresas. Casos Prácticos. Ed. Pearson, Madrid.
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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.
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- 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

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

The teaching method for this subject will follow the teaching model approved by the Academic Committee of the GII / GIM degrees:



<https://go.uv.es/catinfmult/ModeloDocenciaGIIGIM>

Were facilities closed because of COVID-19, lectures will be replaced by synchronous sessions that Will run according to the degree timetable. If such situation affects evaluation activities, they will be replaced by online methods by using the IT tools provided by the University. The weights for each activity Will remain the same as specified in the teaching guide.

