COURSE DATA

Data Subject	
Code	34879
Name	Business
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1403 - Degree in Telematics Engineering	School of Engineering	1	Second term

Subject-matter

Degree	Subject-matter	Character
1403 - Degree in Telematics Engineering	5 - Business	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

No prerequisites.

OUTCOMES

1403 - Degree in Telematics 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.
- B5 - Adequate knowledge of the concept of company and of the institutional and legal framework of enterprises. Organisation and management of companies.

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. . (G8, G9)
- Develop, from the accounting information of a company, a financial analysis. . (G8, B5)
- Interpret the annual financial statements of a company to make decisions on possible improvement actions. (G8, B5)
- Study the feasibility of investment projects to make decisions related to business growth. . (G8, G9, B5)
- Allocate direct and indirect costs to the products or services offered by the company. (G8, B5)
- Identify different market segments as well as to search new ones. (G8, B5)
- Analyze an industrial sector, making a strategic diagnosis. (G8, B5)
- Identify the growth strategies that can be used by companies for their development. (G8, B5)
- Designing the organization aiming to maximize the contribution of individuals to the strategy. . (G8, G9, B5)

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.
3. Legal Framework: mercantile, accounting and tax.

5. FINANCIAL INFORMACTION 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. (G8, G9, B5)

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. (G8, G9, B5)
- Discussion sessions and problem-solving exercises, previously worked by the students. (G8, G9, B5)
- A monographic work. (G8, G9, B5)
- Oral presentations. (G8, G9, B5)
- Conferences, seminars and events (in or outside the classroom). (G8, G9, B5)
- Tutorials scheduled (individualized or in group). (G8, G9, B5)

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 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).

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.

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

1. Contenidos

Se mantienen los contenidos inicialmente recogidos en la guía docente.

2. Volumen de trabajo y planificación temporal de la docencia

La guía docente preveía 35 horas de clases de teoría y 25 horas de prácticas. La mitad de las horas de teoría y de práctica corresponden al Departamento de Dirección de Empresas y la otra mitad al Departamento de Contabilidad.

No se han podido impartir presencialmente 15,5 horas de teoría y 12,5 horas de práctica correspondientes a la parte de del Departamento de Contabilidad.

Se mantiene el volumen de trabajo y la planificación temporal de las sesiones, a excepción de que se reduce en conjunto la duración de las sesiones para acortar la duración de las videoconferencias, de manera que 2,5 horas de teoría y 1,5 horas de práctica son sustituidas por aprendizaje autónomo del estudiante con los materiales puestos a su disposición.

3. Metodología docente

Las clases presenciales (teóricas y prácticas) afectadas han sido sustituidas por videoconferencias síncronas a través de la Blackboard en Aula virtual y por los materiales ampliados puestos a disposición de los estudiantes.

Por su parte, las tutorías se han mantenido virtuales agregándose la opción para éstas de videoconferencia síncronas.

Los materiales teóricos y prácticos, las tareas y/o cuestionarios, y los enlaces a las grabaciones de videoconferencias, se han puesto a disposición de los estudiantes en aula virtual.

4. Evaluación

En la evaluación de ambas convocatorias no hay cambios en las ponderaciones entre evaluación continua y examen final ni en los criterios de evaluación respecto a la guía.

La evaluación continua se realizará a través de los recursos ofrecidos por el aula virtual (tareas, cuestionarios o videoconferencias, sin descartar otros recursos).

El examen se realizará a través los recursos ofrecidos por el aula virtual de la Universidad de Valencia (principalmente cuestionarios, tareas o videoconferencias sin descartar otros recursos).

5. Bibliografía

La bibliografía incluirá los materiales puestos a disposición de los estudiantes en el aula virtual.

Adicionalmente, las referencias bibliográficas quedan sustituida por las siguientes (online):

Parte de Dirección:

1) Díez-Vial, I.; Martín de Castro, G. y Montoro-Sánchez, M.A. (2016): Fundamentos de Administración de Empresas. Thomson Reuters.

2) Lloria, M.B y Mohedano-Suanes, A. (2017). Introducción a la Dirección de Empresas.Casos Prácticos. Ed. Pearson, Madrid.

Parte de Contabilidad:

1) López, D., Orta, M. y Sierra, G. (2012). Introducción a la contabilidad y al análisis financiero. Especial Referencia a las empresas hoteleras. Ed. Pirámide. (online en odilo)

2) Serra, V, Giner, B. y Vilar, E. (2010). Sistemas contables de Información financiera. Ed Tirant lo Blanch. (online en Tirant lo Blanch)