

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

Code	35795
Name	Introduction to business management
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	1	First term
1330 - Degree in Business Management and Administration (Ontinyent)	Faculty of Economics	1	First term
1921 - D.D. in Business Management Administration-Law	Doubles Studies Faculty of Law - Faculty of Economics	1	First term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	1 - Business	Basic Training
1330 - Degree in Business Management and Administration (Ontinyent)	1 - Empresa	Basic Training
1921 - D.D. in Business Management Administration-Law	1 - Year 1 compulsory subjects	Basic Training
1926 - D.D. in Tourism-Business Management Administration	1 - Asignaturas de formación básica de primer curso	Basic Training

Coordination

Name	Department
DOLZ DOLZ, CONSUELO	105 - Business Administration 'Juan José Renau Piqueras'
OLMOS PEÑUELA, JULIA	105 - Business Administration 'Juan José Renau Piqueras'



SUMMARY

“Introduction to business management” or Fundamentals of Management is a basic training subject that is taught during the 1st semester of the 1st academic year of the Degree in Business Administration, and in the double degrees related to this degree (Business Administration / Law; Tourism-Business Administration). It is included within the field of Business Management and the module Business. Its load is 6 credits ECTS credits: 2,4 of these EcTS correspond to the attendance to the lectures of the course. The other 3,6 ECTS are associated to the rest of the work that the student has to complete out of the class.

This course is aimed at providing students with knowledge and skills that are essential to understand business activity. Hence, students will be oriented into the fundamentals of business administration, and properly prepared to take more advanced courses in the following years.

In this course, the business organization is approached from a broad perspective. The business organization is construed as a technical-economic unit, and also as a social-political unit and as a decision-making unit. Understanding business organizations as technical-economic units is linked to perspectives from areas such as Economic Analysis, Accountancy, Finance or Quantitative Methods (Mathematics and Statistics). Understanding business organizations as social-political units implies the need to establish mechanisms to facilitate coordination and reach consensus among the different people and interest groups involved (stakeholders). Understanding business organizations as decision-making units implies the need of planning, organizing, leading and controlling the diversity of resources, people and activities that comprise the company, so that goals are achieved; this approach is essential for courses related to Business Administration and Marketing.

Fundamentals of Business Management is a course that provides an essential basis for many of the courses in the Economics Degree. Therefore, the course contents are highly relevant for the proper training of a graduate in Economics. The content of the subject is structured in nine units that present the basic foundations of the firm (definition and typologies of firms and entrepreneurs, environment, evolution and development of the firm), the characteristics of the different functions of the firm (functional areas and their relationships), as well as the main aspects of the management function (elements and processes, decision making and business objectives).

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 previous knowledge requirements.

OUTCOMES

1313 - Degree in Business Management and Administration

- Have organisation and planning skills.
- Demonstrate oral and written communication skills in the native language.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to make decisions.
- Be able to work in a team.
- Show commitment to ethics and social responsibility.
- Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.
- Know the general characteristics and fundamentals of business management and organisation, and be able to use the instruments and tools available to analyse and design business policies and strategies, taking account of the international business environment and knowing how to assess the effects of these strategies on business activity and outcomes and on the socio-economic environment in the short and long term.
- Understand the impact of economic, political, legal, socio-cultural, technological and environmental variables on business activity.
- Know how to set objectives and strategies at the different levels of the organisation, and how to assess the implications and needs for achieving them.
- Understand the raison d'être and functioning of companies, as well as their systemic nature and the processes and implications linked to their development and growth.

1330 - Degree in Business Management and Administration (Ontinyent)

- Have organisation and planning skills.
- Demonstrate oral and written communication skills in the native language.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to make decisions.
- Be able to work in a team.



- Show commitment to ethics and social responsibility.
- Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.
- Know the general characteristics and fundamentals of business management and organisation, and be able to use the instruments and tools available to analyse and design business policies and strategies, taking account of the international business environment and knowing how to assess the effects of these strategies on business activity and outcomes and on the socio-economic environment in the short and long term.
- Understand the impact of economic, political, legal, socio-cultural, technological and environmental variables on business activity.
- Know how to set objectives and strategies at the different levels of the organisation, and how to assess the implications and needs for achieving them.
- Understand the raison d'être and functioning of companies, as well as their systemic nature and the processes and implications linked to their development and growth.

LEARNING OUTCOMES

Students are expected to be able to:

- Know the basic concepts related to the firm, its management and its main functional areas.
- Describe, analyse and evaluate firm behaviour and performance in a global environment.
- Know the different sources of business information from which identify relevant information to make decisions. Analyse and manage complex but incomplete information.
- Summarize information in a written report, as well as analyse it by using concepts, techniques and models from the field of Business Management.
- Transmit information orally to other people in an interesting, creative and convincing way.
- Make an efficient use of team work to search, analyse and summarize complex and manifold information by improving creativity.

DESCRIPTION OF CONTENTS

1. BUSINESS ORGANIZATIONS AND BUSINESS MANAGEMENT

- 1.1. The business organization: concept and elements
- 1.2. Business management
- 1.3. The business organization as a system
- 1.4. Types of business organizations



2. ENTREPRENEURSHIP, MANAGEMENT AND CORPORATE GOVERNANCE

- 2.1. Ownership and management: entrepreneurs and managers
- 2.2. Management roles and levels
- 2.3. Top Management Teams
- 2.4. Corporate governance

3. THE BUSINESS ENVIRONMENT

- 3.1. Definition of environment
- 3.2. General environment
- 3.3. Competitive environment
- 3.4. Types of environments
- 3.5. Introduction to corporate social responsibility (CSR)

4. THE FIRM'S EVOLUTION

- 4.1. Life cycle of companies and industry
- 4.2. Creation of companies
- 4.3. Development of companies: growth directions and modes

5. OPERATIONS MANAGEMENT, QUALITY AND INNOVATION

- 5.1. Production function
- 5.2. Supply and logistics function
- 5.3. Beyond operations: Quality and innovation in the firm

6. HUMAN RESOURCE MANAGEMENT

- 6.1. HR Uptake: recruitment and selection
- 6.2. HR Motivation
- 6.3. HR Development
- 6.4. Support functions

7. MARKETING AND FINANCIAL MANAGEMENT

- 7.1. Commercial and marketing management
- 7.2. Finance management

**8. THE GENERAL MANAGEMENT FUNCTION**

- 8.1. Planning and control
- 8.2. Organization
- 8.3. Management and Leadership
- 8.4. Ethical and Globally Responsible Leadership

9. OBJECTIVES SETTING AND DECISION MAKING

- 9.1. Goals
- 9.2. Design of the goal system: mission, general goals and operational goals
- 9.3. The decision-making process
- 9.4. Types of decisions
- 9.5. Ethics in decision making and objectives determination
- 9.6. Introduction to Strategic Management

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of group work	35,00	0
Development of individual work	0,00	0
Study and independent work	0,00	0
Readings supplementary material	0,00	0
Preparation of evaluation activities	15,00	0
Preparing lectures	20,00	0
Preparation of practical classes and problem	20,00	0
Resolution of case studies	0,00	0
Resolution of online questionnaires	0,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

Within the teaching-learning process, different methods will be used depending on the competencies that will be worked on each session; by combining lectures with other more participative methods.

Thus, we propose the next combination of teaching methodologies:



Theory-oriented lectures: Combination of brainstorming to introduce new contents with master classes. On the one hand by using brainstorming we pretend that students link new knowledge to their previous knowledge, on the other hand using master classes allows us to consolidate the new knowledge. So it facilitates a significant learning experience and gets students a more active role in teaching-learning process, allowing them become more autonomus.

For each unit, teacher will facilitate to students (through website) a schema-guide and the references that will allow them to build their own study materials. Through this procedure we want the students to develop the next generic competencies: critical thinking skill, ability to search and analyze information, self-learning skill and ability to use new information technologies.

Practice-oriented lectures: allow students to put into practice the knowledge acquired in lectures, as well as enhancing their ability to teamwork and interpersonal communication. At the same time, these sessions are expected to improve the students' ability to organize and plan their own work. During practice sessions, the case study method will be used. Solving real cases individually and in groups. As well as other methods as: analysis and discussion of recommended readings, the use of videos to introduce some practices, roll-playing to solve any case about making decisions process. Thereby we pretend to develop both, generic and specific competencies linked to the subject: Critical thinking skills; ethical commitment and social responsibility at work, respecting environment, human rights and promoting equality between men and women and Peace culture; ability to search and analyse information; spoken and written communication skills; ability to make decisions by applying the knowledge acquired in the subject; ability to develop work team (including interdisciplinary work); self-learning skills; Ability to use new information technologies; and finally Knowledge and understanding on the firm and its functional organization; its goals and techniques. Understanding the processes of firm's creation and development, as well as the innovation processes in firms.

EVALUATION

The learning assessment will be based on the whole contents of the subject. At the same time, assessment must accomplish a double function: additive, by showing the training degree obtained, and formative, giving feedback to students. On the one hand the additive function will be carried out through final assessment, on the other hand the formative function will be carried out through continuous assessment.

Thus, the subject Fundamentals of Management assessment can be summarized as follows:

Summary test (60% final mark). Summary test main function is assessing the achievement of formative goals. The written test can include both, questions with options and open questions. Anyway, questions can be referred to theoretical or practical contents. Preferentially, questions that involve relating concepts. This exam will be carried out on official date fixed by Facultat d'Economia. It is necessary a mark equal to 5 or higher (on 10) to add continuous assessment score.

Continuous assessment (40% final mark). Within this part, it will be valued the acquisition of generic and specific competencies named before. Teacher will offer regular feedback to the students, giving them information about the points to be improved as well as the marks obtained by them until that moment. The individual participation of the students in sessions will be valued too. In this sense, we consider that skills and social abilities are built during the course; so their assessment will become more important at the same time that the course advances.

The continuous assessment considers the participation of the student in class, as well as those works that require searching and analyzing additional (in or out of the class), in order to solve cases, exercises, participate in debates, etc. So these activities will be considered as non-recoverable activities, as they intend to develop and evaluate competences and skills of information seeking and analysis, confronting different perspectives, arguing different ideas, or communicate ideas both orally and by writing.



Following the article 6.9. of the assessment and qualification norms of the University of Valencia, the practice-oriented lectures are of compulsory attendance. It will be considered that a student has accomplished with this obligation if he/she attends at least 80% of the hours of the practice-oriented lectures and has properly justified the lack of attendance to the rest of the lectures.

The final grade will be calculated as the sum of the ponderated evaluation methods. It is compulsory to pass the summarty test to pass the course. In the case that the student does not pass the summary test, the grade will be the one obtained in the exam, so the maximun grade will be 2.9 points.

REFERENCES

Basic

- Iborra, M.; Dasí, A.; Dolz, C.; Ferrer, C. (2014). Fundamentos de dirección de empresas. Conceptos y habilidades directivas. Paraninfo
- Boddy, David. (2012) Essentials of Management. A concise introduction. Pearson
- Lloria, M.B. y Mohedano-Suanes, A. (2017): Introducción a la dirección de empresas. Casos prácticos. Ed. Pearson. Madrid

Additional

- Los profesores podrán recomendar referencias complementarias durante el curso. El professors podran recomanar referències complementàries durant el curs.
Professors can recommend other references during the course

ADDENDUM COVID-19

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

DOBLE GRADO TURISMO-ADE

1. Contenidos

Se mantienen todos los contenidos inicialmente programados en la guía docente para las sesiones teóricas.

2. Volumen de trabajo y planificación temporal de la docencia

Se mantiene el volumen de trabajo que contenía la guía docente original. Las sesiones de teoría y de prácticas, se programarán en las mismas fechas y horas.



Las clases de teoría y práctica durante la docencia no presencial alternarán diferentes metodologías (desarrolladas en el punto 3), pero en todo caso, se estima un volumen de trabajo para el estudiantado equivalente al establecido inicialmente.

3. Metodología docente

Docencia no presencial en las sesiones de teoría: se hará uso de diversos materiales docentes, todos disponibles a través del aula virtual: diapositivas básicas, extractos de libros, lecturas, transparencias locutadas, espacios de debate mediante el foro del aula virtual para la resolución de dudas/aclaraciones y generación de cuestionarios de autoevaluación del tema para verificar la comprensión de los contenidos.

Docencia no presencial en las sesiones de práctica: propuesta de actividades (ejemplos, casos de estudio) por aula virtual, desarrollo de un proyecto por grupos (actividad global), generación de un espacio de debate mediante el foro del aula virtual para las dudas/aclaración de la actividad global y videoconferencia síncrona BBC para la corrección de las prácticas y la defensa de la actividad global.

Tutoría no presencial: se realizará mediante correo electrónico, videoconferencia síncrona y/o debates en el foro (se han desarrollado espacios diferenciados en los foros para cada tema de la asignatura, así como para la actividad global).

4. Evaluación

Con el fin de incrementar el peso de la evaluación continua, se invierten las ponderaciones en relación a la evaluación inicialmente prevista. Por ello, el nuevo sistema de evaluación tendrá los siguientes pesos: 60% la evaluación continua y 40% la prueba de síntesis. Se mantiene la restricción de que es imprescindible aprobar la prueba de síntesis para poder sumar la nota de la evaluación continua.

La evaluación continua (60%) tendrá en cuenta las prácticas individuales y grupales realizadas por el estudiantado durante la docencia presencial y no presencial. Esta evaluación puede tener en cuenta la asistencia y/o la participación activa.

La prueba de síntesis (40%) se realizará por medio del aula virtual en la fecha y hora de la convocatoria oficial. Podrá contener pruebas objetivas (tipo test) y/o preguntas escritas abiertas de carácter teórico-prácticas (de ensayo restringido).

Si un/a estudiante no dispone de los medios para establecer la conexión necesaria para acceder al aula virtual, deberá contactar con el profesorado por correo electrónico en el momento de publicación de este anexo a la guía docente.

5. Bibliografía

A excepción de libro de Boddy (2012), el resto de la bibliografía recomendada se mantiene por ser accesible electrónicamente por los estudiantes, o bien a través de la biblioteca de la UV o bien con códigos personales proporcionados por la Editorial.