

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

Code	35795
Name	Introduction to business management
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

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
DASI RODRIGUEZ, SONIA	105 - Business Administration 'Juan José Renau Piqueras'
LINARES NAVARRO, ESMERALDA	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 seven 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. FIRMS, MANAGEMENT AND MANAGERS

- 1.1. Firms: concept and components
- 1.2. Business management
- 1.3. The business organization as a system
- 1.4. Types of companies
- 1.5. Ownership and management
- 1.6. Management: roles and levels. The top management team



2. THE BUSINESS ENVIRONMENT

- 2.1. The definition of environment
- 2.2. General environment
- 2.3. Competitive environment
- 2.4. Types of environment
- 2.5. Introduction to corporate social responsibility

3. BUSINESS EVOLUTION

- 3.1. Life cycle of the firm and the industry
- 3.2. Business creation and start-ups
- 3.3. Business development vectors: growth modes and directions

4. THE MANAGERIAL FUNCTION

- 4.1. Planning and control
- 4.2. Business organization
- 4.3. Management and Leadership. Ethical and Globally Responsible Leadership
- 4.4. Objectives: Design of the objectives system: mission, general and operative objectives
- 4.5. Decision making process. Typologies of decisions
- 4.6. Ethics in decision making and objectives determination

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. The marketing function
- 7.2. Finance 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 evaluation will be carried out on the total contents of the subject. The evaluation must fulfill a summative function -accreditation of the level of training obtained- and a training function -mechanism of feedback that improves the teaching-learning process-. The summative function will be fulfilled with the final evaluation that allows assigning an official grade. The training function will be carried out through continuous evaluation.

The subject of Business Management Foundations will be evaluated from the consideration of the following aspects:

FIRST CALL.

Synthesis test (60% of the final grade). The main function of the synthesis test is to evaluate the achievement of the training objectives. This test can combine both multiple choice or written answers. In any case, the questions can refer to both theoretical and practical content. Preferably, questions will be asked in a way that require the student to relate various concepts of the subject in addition to considering its practical application. The exam will be held on the official date that the Faculty of Economics will enable for it within the academic calendar of the course.

Continuous evaluation (40% of the final grade). This part will evaluate the evolution of the student in the acquisition of the generic and specific competences mentioned above.

The evaluation will be carried out by preparing and presenting individual and team work, carrying out projects, as well as by participating in face-to-face sessions. Teachers may also take theoretical or theoretical-practical tests, through test questions, development or individual practices periodically throughout the course.

Non-recoverable activities of the continuous evaluation will be considered all those that require teamwork or oral presentations. The weight of these non-recoverable activities will be 50% of the value of the continuous assessment, that is, 20% of the final grade for the course.

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 student's final grade will be the result of the weighted sum of the marks obtained in the synthesis test (60%) and in the continuous evaluation (40%).

To pass the course, the students must (Otherwise, the maximum grade that students can obtain will be 4.00):

- achieve a final grade of 5 or more, out of 10,
- it will be compulsory to obtain a minimum grade of 50% (4 out of 8) in all the individual tests carried out during the course (synthesis test + individual tasks developed during the continuous evaluation).



SECOND CALL

In the second call, the students will be able to recover the parts considered recoverable that have not been overcome in the first call.

- Every student taking the exam of the second call will answer a synthesis test of a theoretical or theoretical-practical nature with a value of 6 points.
- The students who obtained one point or more in the individual activities of the continuous evaluation will obtain a grade that is the weighted sum of the grade obtained in this synthesis test (60%) and the grade that the student obtained in the activities of the continuous evaluation (40%).
- Students who did not obtain at least one point out of two in the individual activities of the continuous assessment must complement this synthesis test with an additional exercise with a value of 2 points. The final grade of these students will be the weighted sum of the grade obtained in the synthesis test (60%), the additional exercise (20%) and the grade obtained in the non-recoverable activities (20%).

The conditions to pass the course on second call are:

- achieve a final grade of 5 or more, out of 10,
- it will be compulsory to obtain a minimum grade of 50% (4 out of 8) in all the individual tests carried out during the course (synthesis test + individual tasks developed during the continuous evaluation).

The normative of the University of Valencia about evaluation and qualification can be found here (in valencian): https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf

REFERENCES

Basic

- Iborra, M.; Dasí, A.; Dolz, C. y Ferrer, C. (2014): Fundamentos de Dirección de Empresas. Conceptos y habilidades directivas. 2ª Edición. Thomson, Madrid.
[Biblioteca UV: Disponible online - Library UV: Available online]
- Boddy, David. (2017) Management; An introduction. 7 Ed. Pearson Education Limited.
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- Lloria, M.B. y Mohedano-Suanes, A. (2017): Introducción a la dirección de empresas. Casos prácticos. Ed. Pearson. Madrid.
[Biblioteca UV: Disponible online - Library UV: Available online]

Additional

- Lloria, M.B. (2020): Estructura de la organización y diseño de puestos, Editorial Tirant lo Blanch, Valencia



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.

Changes in the course outline in order to adapt it to the conditions proposed by the University of Valencia as a consequence of the COVID-19 pandemic. This addenda may be changed later on depending on the evolution of the pandemic.

1. Contents.

If there is any relevant reduction of the available weeks to teach the course, some of the introductory contents may be reduced, such as: introduction to corporate social responsibility; business creation; Ethics in decision making and the introduction to functional areas: logistics, commercial and finance.

2. Volume of work and temporary planning of teaching.

The duration of the theoretical sessions could be reduced, which will be carried out through videoconferences or online presentations, which may be both synchronous and asynchronous.

If there is a reduction in time, it would be compensated by a greater dedication of the student to individual work and the study of materials.

3. Teaching methodology.

The theoretical sessions would be taught through virtual means, with online materials, videoconferences or live presentations, which could be both synchronous and asynchronous.

The practical sessions will be carried out in person, although they can be complemented with activities to be carried out through individual or group work in a virtual way.

4. Evaluation.

The weights of the different parts of the qualification are modified:

- Synthesis test: 20%
- Continuous evaluation: 80%
- Individual activities: 60%
- Group activities (non-recoverable): 20%

FIRST CALL



Synthesis test: 20% of the grade. This test will be carried out in person or virtual, depending on the provisions of the Faculty of Economics.

To pass the course it is necessary (Otherwise, the maximum grade that students can obtain will be 4.00):

- Obtain at least a mark of 4 out of 10 in the synthesis test (whose value is 20% of the final mark)
- Obtain a grade of 5 or more in the final grade.
- Obtain a minimum grade of 50% (4 out of 8) in the set of individual tests carried out during the course (synthesis test + individual activities in continuous assessment).

SECOND CALL

In the second call, students will be able to recover the parts considered recoverable that have not been passed in the first call.

- All students who take the second call will take a synthesis test with a value of 2 points
 - The students who obtained three points or more in the individual practices of the continuous evaluation, will obtain their final grade from the result of the weighted sum of the marks obtained in this synthesis test (20%) and in the continuous evaluation (80%) .
 - The students who have not obtained at least three points out of six in the individual activities of the continuous assessment must take an additional test with a value of 6 points. The final grade will be the result of the weighted sum of the marks obtained in the synthesis test (20%), the additional test(60%) and the mark that the student obtained in the non-recoverable activities (20%).

The condition to approve in the second call is:

- Obtain at least a mark of 4 out of 10 in the synthesis test (whose value is 20% of the final mark)
- Obtain at least 5 points in the final grade (5 out of 10)
- Have at least a mark of 4 out of 8 in the individual activity blocks (synthesis test + additional test)

5. References.

The recommended bibliography is kept because it is accessible electronically by the students, either through the UV library or with personal codes provided by the Editorial.