

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

<b>Code</b>	35795
<b>Name</b>	Introduction to business management
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
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 - Double Degree Program BMA and Law	Faculty of Economics	1	First term
1926 - Double Degree Program Tourism and BMA	Faculty of Economics	1	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1313 - Degree in Business Management and Administration	1 - Business	Basic Training
1330 - Degree in Business Management and Administration (Ontinyent)	1 - Empresa	Basic Training
1921 - Double Degree Program BMA and Law	1 - Year 1 compulsory subjects	Basic Training
1926 - Double Degree Program Tourism and BMA	1 - Asignaturas de formación básica de primer curso	Basic Training

**Coordination**

<b>Name</b>	<b>Department</b>
DOLZ DOLZ, CONSUELO	105 - Business Administration 'Juan José Renau Piqueras'
ESCRIBA ESTEVE, ALEJANDRO	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 1<sup>st</sup> semester of the 1<sup>st</sup> 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 into two parts 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.

## **COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)**

### **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 (RD 1393/2007) // NO CONTENT (RD 822/2021)**

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 AND BUSINESS MANAGEMENT**

- 1.1. Firms: concept and components
- 1.2. Business management
- 1.3. The business organization as a system
- 1.4. Types of companies



## **2. BUSINESSMAN/WOMAN, TOP MANAGEMENT TEAM AND CORPORATE GOVERNANCE**

- 2.1. Concepts of ownership and management
- 2.2. Management: roles and levels
- 2.3. The top management team
- 2.4. Corporate governance

## **3. THE BUSINESS ENVIRONMENT**

- 3.1. The definition of environment
- 3.2. General environment
- 3.3. Competitive environment
- 3.4. Types of environment
- 3.5. Introduction to corporate social responsibility

## **4. BUSINESS EVOLUTION**

- 4.1. Life cycle of the firm and the industry
- 4.2. Business creation and start-ups
- 4.3. Business development vectors: growth modes and directions

## **5. THE MANAGERIAL FUNCTION**

- 5.1. Planning and control
- 5.2. Business organization
- 5.3. Management and Leadership. Ethical and Globally Responsible Leadership
- 5.4. Objectives: Design of the objectives system: mission, general and operative objectives
- 5.5. Decision making process. Typologies of decisions

## **6. OPERATIONS MANAGEMENT, QUALITY AND INNOVATION**

- 6.1. Production function
- 6.2. Supply and logistics function
- 6.3. Beyond operations: Quality and innovation in the firm

## **7. HUMAN RESOURCE MANAGEMENT**

- 7.1. HR Uptake: recruitment and selection
- 7.2. HR Motivation
- 7.3. HR Development
- 7.4. Support functions



**8. MARKETING AND FINANCIAL MANAGEMENT**

8.1. The marketing function

8.2. 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
<b>TOTAL</b>	<b>150,00</b>	

**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. In the case of not attending 80% of these hours, the grade of the continuous evaluation will be zero in the first call. The part of this grade that corresponds to "recoverable continuous assessment" may be recovered in the second call by means of an additional test.

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 grade of 50% or more (i.e. at least 3 out of 6) in the synthesis test (exam)
- achieve a minimum grade of out of 10 in the final qualification (final exam + 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. Students will have the option of doing an additional exercise with a value of 2 points that will substitute the individual grade (recoverable) of the continuous evaluation.
- The final grade of these students will be the weighted sum of the grade obtained in the synthesis test (60%), the additional exercise or the individual grade of the continuous evaluation (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 50% or more (at least 3 out of 6) in the synthesis test.
- obtain a minimum grade of 5 out of 10 in the final qualification (final exam + 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](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

