



COURSE DATA

Data Subject

Code	35821
Name	Introduction to BMA studies
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

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

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	19 - Communication	Basic Training
1330 - Degree in Business Management and Administration (Ontinyent)	19 - Comunicaci3n	Basic Training

Coordination

Name	Department
GARZON BENITEZ, MARIA DOLORES	105 - Business Administration 'Juan Jos3 Renau Piqueras'
PORCUNA ENGUIX, RUBEN	44 - Accountancy
SENDRA PONS, PAU	172 - Business Finance

SUMMARY

The course INCORPORATION STUDIES IN "ADE" is aimed at facilitating the transition from student to the university environment, from a holistic approach that takes into account not only the competencies specifically on their degree, but also those related to the knowledge of the institution to which it belongs and its role in society. It is placed in the first year, first semester.



The student, at the end of the course, should:

- Know the academic structure and services of the *Universitat de València*.
- Know the studies on *International Business* of the *Universitat de València*.
- Know the profiles and professional competences of the graduates in “International Business”.
- Know and use the basic computing programmes for the studies in “International Business”.
- Know, access and use the basic information resources of the *Universitat de València*.
- Know and apply the study techniques and self work.
- Develop the capability to elaborate and defend reports that contribute to decision making of public and private agents.
- Develop the capability of evaluation and critical analysis of international economic phenomena and actors.
- Acquire fluency in oral and written communication in the field of business.
- Learn to identify inequalities between people to design, implement and evaluate relevant policies that facilitate the elimination of such discrimination in corporations and institutions.
- Introduce the student in the values of respect for human rights and democratic principles and promote culture of peace.

Since this course is introductory, its objectives include that students think about the need to have ethical principles in their profession, as well as issues about the role of business and the social responsibility that businesses have on the society. Therefore, part of the resources for the development of the academic activities consider contents related with ethics and ethical values to be learnt, such as honesty, integrity, responsibility, respect, transparency, sustainability...

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Considering the introductory character of the course, no previous knowledge is needed.

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



1313 - Degree in Business Management and Administration

- Be able to use ICTs in the field of study.
- Be able to work in a team.
- Have interpersonal skills.
- Manage time effectively.
- Be able to learn autonomously.
- Be able to adapt to new situations.
- Have initiative and entrepreneurial spirit.
- Show motivation for quality.
- 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.

1330 - Degree in Business Management and Administration (Ontinyent)

- Be able to use ICTs in the field of study.
- Be able to work in a team.
- Have interpersonal skills.
- Manage time effectively.
- Be able to learn autonomously.
- Be able to adapt to new situations.
- Have initiative and entrepreneurial spirit.
- Show motivation for quality.
- 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.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

As learning outcomes of this course, it is expected that students:

- Are able to manage in the university environment.
- Get the capability to face successfully the rest of courses of the degree
- Are able to use bibliographic data sources.
- To be able to identify the ethical dimension in any managerial decision.
- To be able to promote ethical attitudes, behaviours and habits in their personal and professional environments.
- To be able to make decisions applying ethical behaviour standards.



Particularly the students should acquire:

- Knowledge of the studies of "ADE" in the Universitat de València.
- Knowledge of the academic structure and services of the Universitat de València.
- Knowledge of the instruments of access to the information in the Universitat de València.
- Utilization of the IT basic programs.
- Knowledge of the bibliographical service of the Universitat de València and of the use of the databases.
- Knowledge of the technologies of study and personal work.
- Knowledge of the profiles and professional competences of the graduates in "ADE".
- Respectful action with the human rights and in agreement to the democratic beginning, of equality between man and woman, of solidarity, of environmental protection, of universal accessibility and I design for all, and of promotion of the culture of the peace.

DESCRIPTION OF CONTENTS

1. Introduction - The Universitat de València and the studies of ADE

1.1. The studies of ADE at the Universitat de València

1.2. Academia structure and services of the Universitat de València

1.2.1. Structure of the Universitat de València.

Teaching organization: Campus, Faculties, Departments.

Students participation: association of representatives (ADR), Senate (Claustro), Central Board of Management (Junta Facultat), Departments boards.

Committees of representation, decision and control at the University. Senate. Board of Management. Chancellor. Governing body.

Committees of representation, decision and control at the Facultat dEconomia. Dean. Governing body.

1.2.2. Resources and services of the Universitat de València

2. Technical - Instrumental competencies of the students in ADE

2.1. Study and personal work techniques

2.2. Team work and temporary planning

2.3. Written communication and oral communication

2.4. Computer applications for students in "ADE"

2.5. The development of an academic work



3. Technical - Informational competences of the students in ADE

- 3.1. Location of the materials and information resources necessary for students in "ADE":
- Library versus Google. The Library: spaces, resources and services.
 - The Catalog: contents and basic search strategies.
 - Informational and Digital Competences' Course (CID-1).
- 3.2. Informational competences for the preparation of an academic work:
- Location of information: books, magazine articles, press news, statistical data. Main databases. Main search engines Evaluate the quality of the information found. How to avoid plagiarism.

4. Human competencies of the graduates "ADE"

- 4.1. Ethics, moral habits and good practices in business management.
- 4.2. Standards and ethical criteria for business decision making.
- 4.3. Competences for the design of Corporate Social Responsibility Policies.

5. Profiles and professional competencies of the graduates ADE

- 4.1. Concept of profile and professional competence
- 4.2. Professional profiles of the graduates in ADE: knowledge, abilities and functions.
- 4.3. The labour insertion of the graduates in ADE

WORKLOAD

ACTIVITY	Hours	% To be attended
Computer classroom practice	45,00	100
Theory classes	15,00	100
Attendance at events and external activities	10,00	0
Development of group work	30,00	0
Development of individual work	10,00	0
Study and independent work	5,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	10,00	0
Preparing lectures	0,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	0,00	0
Resolution of online questionnaires	3,00	0
TOTAL	148,00	



TEACHING METHODOLOGY

The methodologies used in the classroom will be different depending on the competences to which they are focused. There is a direct relationship between the methodology, the activity performed and the competences that are to gain students for each session.

The teacher will provide students with materials through the Aula Virtual platform.

In general, we will work using principally the following methodological resources:

- Presentation in the classroom of the theoretical essential contents, using the method of the magisterial lesson with participative technologies.
- Practical classes relative to the resolution of problems, studies of cases, use of IT applications, oral presentations, you debate, etc., individually and / or in equipment.
- Activities with the students to know and to use the services of the Campus.
- Autonomous work based on the accomplishment of exercises and / or projects individually and / or in equipment, with support tutorial in his case.
- Independent study from the student and accomplishment of written and / or oral tests, etc.

EVALUATION

1st Call:

- - **Individual mark 50%.** Linked to assistance to the sessions. Students will get it from exercises/case studies/ reports/etc done and/or presented in class. Active participation in the sessions will be also considered.
 - **Team mark 20%.** Resulting from one or several teamwork activities suggested by the teacher. The main teamwork will be linked to the one to be presented at the course “Fundamentals of Business Management”
 - **Exam mark 30%.** Passing the exam is compulsory to pass the course.

2nd Call:

- - **Individual mark.** Could be improved by presenting additional individual exercises and/or presenting to an additional exam.
 - **Team mark.** Non-recoverable because they are group activities during classes. Mark gained in the 1st call remains
 - **Exam mark.** Students will resit the exam.



Any student that has failed the course has to resit the exam

For both calls:

The final grade is obtained from the weighted average of the grades of each part of the assessment, provided that the student has passed the written test or examination officially convened by the *Facultat d'Economia*. If the student does not pass the written exam, the final grade is the weighted sum of the grade of the exam plus the continuous assessment (individual + team marks), but may not exceed a maximum of 4.5 (out of 10).

REFERENCES

Basic

- "Normativa universitaria de influencia en la vida del estudiante" (<https://www.uv.es/uvweb/economia/ca/facultat/normatives-1285848976871.html>)
- Guía del estudiante de la Universitat de València (<https://www.uv.es/uvweb/estudiantes-uv/ca/novetats-1285852853619.html>)
- Cotillas Alandí, C.: Planifica tu estudio en la Universidad, Servei de Formació Permanent
- "Ética en las organizaciones. Construyendo confianza". Guillén, Manuel. Prentice-Hall, Pearson. Madrid, 2006 (12ª Reimpresión, 2018).

Additional

- Universitat de València. Recull de dades estadístiques.
- Mario de Miguel Díaz (coord.) (2006): Metodologías de enseñanza y aprendizaje para el desarrollo de competencias: orientaciones para el profesorado universitario ante el espacio europeo de educación superior. Ed. Alianza, Madrid.
- Ballenato, G. (2005). Técnicas de estudio: el aprendizaje activo y positivo. Pirámide.
- Presentación de la Facultat d'Economia (<http://www.uv.es/economia>)
- Pàgina web UVOCUPACIÓ (<https://www.uv.es/uvocupacio>)
- Pàgina web Antena Universitaria (<http://www.antenauniversitaria.com/index.asp>)
- Motivación en las organizaciones y sentido del trabajo. Guillén, Manuel. Tirant lo Blanch. Valencia, 2021 (1a edició).