

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

Code	35884
Name	Introduction to business management
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
1314 - Degree in International Business	8 - Business	Basic Training

Coordination

Name	Department
DASI RODRIGUEZ, SONIA	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

Introduction to Business Administration is a Foundation course, taught in the first semester of the first year of the Degree In International Business. It comprises six ECTS credits, and is part of the 'Business' subject and module.

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 groups involved (stakeholders), as well as Business & Society relationships consistent with the legal and ethical requirements of current democratic societies. 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.

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 prior knowledge, other than the degree entry requirements, needs to be accredited to take this course.

OUTCOMES

1314 - Degree in International Business

- Develop the capacity to evaluate and critically analyse international economic phenomena and agents.
- Develop intercultural sensitivity and the ability to adapt to other geopolitical contexts.
- Be able to work in multidisciplinary and intercultural teams.
- Understand and reflect on socio-economic and political contexts that affect business and economic decision-making in an international environment.
- Understand the structure and functioning of companies and organisations operating in an international context.
- Develop an ethical attitude in business, respecting human rights and the environment both in the country of origin of the company and in the different markets in which it operates.
- Manage the design, coordination and control mechanisms of the company's international strategy.
- Manage relations between the parent companies of multinationals and their subsidiaries.
- Know and coordinate the different elements of the global value chain, from procurement to delivery.
- Understand the behaviour of economic agents and their interaction in global markets.
- Acquire the capacity to analyse, develop and control the commercial function of companies operating in the world market.
- Prepare, interpret and analyse the accounting information of companies.
- Use the economic and financial information of the company to make decisions.
- Be able to generate ideas and detect business opportunities in international markets.



- Develop the capacity to prepare and defend reports that contribute to the decision-making of public and private agents.
- Aprender a detectar las desigualdades entre personas para diseñar, implementar y evaluar las políticas pertinentes que faciliten la eliminación de dicha discriminación en empresas e instituciones.
- Dominar los conceptos de organización y empresa y conocer las distintas áreas funcionales de la empresa y los distintos tipos de empresa.
- Entender porqué existen las empresas y cuál es su relación con la sociedad.
- Aprender las características del espíritu emprendedor.
- Ser capaz de diseñar y jerarquizar objetivos.
- Conocer las funciones de empresarios y directivos.
- Conocer los instrumentos necesarios para la creación de empresas.
- Conocer los elementos básicos que conforman el entorno empresarial.
- Identificar los rasgos básicos de las distintas opciones de crecimiento de la empresa.
- Conocer el método contable y los conceptos de renta y patrimonio, así como los elementos que lo integran.
- Conocer los principios de valoración.
- Conocer los principios de elaboración de los estados financieros básicos.
- Entender el objetivo y utilidad de la información contable para la gestión empresarial y la toma de decisiones.
- Conocer y manejar los conceptos de demanda, necesidades, oferta, comportamiento del consumidor, mercado.
- Planificar el lanzamiento, posicionamiento y estrategia de productos.

LEARNING OUTCOMES

Upon completion of this course, students will be able to:

- To know the basic concepts related to the business characteristics, management and functional areas;
- To describe, analyse and assess the behaviour and results of companies in a global environment;
- To know the different sources for business information, and being able to identify relevant information and to use it in an appropriate way. To analyse and manage complex information;
- To synthesise information in a written report and to argue about it using managerial concepts, techniques or models;
- To transmit information to others using interesting, creative and convincing speeches;
- To use efficiently the work of a team in order to search, analyse and synthesise complex information from multiple sources in order to improve creativity.



DESCRIPTION OF CONTENTS

1. The business organization 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 companies

2. The business person. The business manager 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. The definition of environment
- 3.2. General environment
- 3.3. Competitive environment
- 3.4. Types of environments
- 3.5. Introduction to corporate social responsibility

4. Evolution of a company

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

5. Operations management, quality management and innovation management

- 5.1. The function of production/operations
- 5.2. Supply chain management and logistic
- 5.3. Beyond operations: Quality and Innovation in the firm

6. Human resource management

- 6.1. Uptake: Recruitment and Selection
- 6.2. Motivation
- 6.3. Training and Development
- 6.4. Support functions

**7. Commercial and financial management**

7.1. The marketing function

7.2. The finance function

8. The managerial function

8.1. Planning and control

8.2. Business organization

8.3. Management and leadership

8.4. Ethical and Globally Responsible Leadership

9. Goals and decision-making

9.1. Objectives: definition and function

9.2. Design of the objectives system: mission, general and operative objectives

9.3. Decision making process

9.4. Typologies 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	10,00	0
Development of individual work	10,00	0
Study and independent work	20,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	20,00	0
Preparing lectures	10,00	0
Resolution of case studies	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

Every week will include a theoretical and a practical session of two hours each, totalling four hours a week of classroom sessions.



Theoretical sessions will be based on the lecturer's presentation and explanations on the different subjects included in the syllabus. However, students are expected to participate actively in the discussions and debates that may arise in class.

For **practical sessions**, will include case studies, workshops, discussions, presentations, learning of relevant IT tools, etc.

As part of a full time degree, and given its teaching methodology based on active student participation, attendance to all classes (theoretical and practical) is very important, with **compulsory attendance at all practical sessions**.

Specifically, it may be included as part of the course attendance to activities that the lecturer deems appropriate, even if offered outside regular timetable for this subject.

EVALUATION

There are two basic levels of evaluation of students' progress:

- The first (**Continuous Assessment**) corresponds to regular coursework and the continuous assessment of students based on attendance, participation and involvement in the teaching-learning process, conducting individual and group-work, problem solving and other activities proposed by the lecturer, some of which may be outside the regular timetable of the sessions. These activities, designed to be presented or discussed in class, will have the nature of not recoverable and will be evaluated with 4 points, **40% of the final grade**. Those students who are unable to attend classes regularly and justify it properly, should contact their teacher before October 3th.
- The second (**Exam**) corresponds to testing the level of understanding and knowledge of the contents taught in the classroom, by passing a written examination at the end of the semester, which corresponds to **60% of the final grade**. It will be necessary to obtain 5 points out of 10 in the exam in order to sum the continuous assessment qualification. The exam will consist of two parts: a multiple choice part of 20 questions with 3 answers and only one of them correct, which will score up to 6 points; and two essay questions (theoretical-practical) that will add the remaining 4 points of the exam. It will be necessary to obtain at least 2 points in the multiple choice part to add the essay questions mark and to be able to pass the exam.

To pass the subject, it will be necessary a mark of 5 points (out of 10). In case of failing the exam, the final grade will never exceed 2.9 points.

REFERENCES



Basic

- Iborra, M., Dasí, A., Dolz, C. & Ferrer, C. (2006). Fundamentos de Dirección de Empresas. Conceptos y habilidades directivas. Thomson.
- Boddy, D. (2012). Essentials of Management. Pearson
- Lloria, M.B. y Mohedano-Suanes, A. (2017): Introducción a la dirección de empresas. Casos prácticos. Editorial Pearson

Additional

- Los profesores podrán recomendar referencias complementarias durante el curso.
- Boddy, David. (2002) Management. An introduction. Pearson - Prentice Hall.

ADDENDUM COVID-19

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

English version is not available