

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

<b>Code</b>	35928
<b>Name</b>	Foundations of business management
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2022 - 2023

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. Period</b>
1315 - Degree in Finance and Accounting	Faculty of Economics	1 First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1315 - Degree in Finance and Accounting	2 - Business	Basic Training

**Coordination**

<b>Name</b>	<b>Department</b>
LACAL GUTIERREZ, GERMAN	105 - Business Administration 'Juan José Renau Piqueras'

**SUMMARY**

*Business Management Foundations* is a basic course, taught in the first semester of the first year of the Degree in Finance and Accounting. It comprises six ECTS credits, and is part of the Business Organization area.

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.

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 main aspects of the management function (elements and processes, decision making and business objectives), as well as the characteristics of the different functions of the firm (functional areas and their relationships).

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

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

### Other requirements

Not required

## OUTCOMES

### 1315 - Degree in Finance and Accounting

- Conocer y comprender la organización funcional y los objetivos empresariales, así como los el proceso de toma de decisiones en la empresa.
- Conocer los aspectos básicos sobre los procesos de creación y desarrollo de la empresa.

## LEARNING OUTCOMES

In accordance with the curriculum of the Degree in Finance and Accounting, the learning outcomes for the course Fundamentals of Business Management are the following:

- Mastering the basic knowledge about the organisation, its management and its major functional areas.
- To be able to describe and analyze the behavior of firms in a global environment.
- To critically evaluate the various options for business growth.
- To understand various sources of business information and be able to identify relevant information and use it correctly.
- To transmit to other people information, orally, in an interesting, creative and convincing way.
- To be able to synthesize business information in a written report and argue about it, using concepts and techniques of business organization.



## 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 organisations
- 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: direction and mode

### 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 RESOURCES MANAGEMENT**

- 6.1. HR Uptake
- 6.2. HR Motivation
- 6.3. HR Development
- 6.4. Support functions

**7. MARKETING AND FINANCIAL MANAGEMENT**

- 7.1. The marketing function
- 7.2. The finance function

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of group work	35,00	0
Preparation of evaluation activities	15,00	0
Preparing lectures	20,00	0
Preparation of practical classes and problem	20,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

In the teaching-learning process of Fundamentals of Business Management, different teaching methods will be used. On the one hand, educational didactic forms will continue to be used for the case of theoretical classes, although other teaching methods will be used - didactic forms of participation - that seek the involvement of the student in the teaching-learning process. This second type of methods favours the interaction between the teacher and the student, as well as between the students themselves, and allows the development of generic competences. The methodology will be the following:

**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 to become more autonomous. For each topic, 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 or role-playing.

In addition, order to develop some of the generic and specific competences previously established, a group project will be carried out. It consists in analyzing different concepts studied in the subject, for a real company. In this way, students will analyze and synthesize information from different sources - interviews, analysis of databases, press articles, direct observation, books, etc.-, they will work on written communication -through the presentation of a written report- and oral communication - through the oral presentation of the work using different methods and expository supports. Likewise, the capacity for cooperative teamwork will be relevant for a good development of the project. For this reason, special attention will be paid to different procedural aspects: company election cards, responsibility distribution, group schedule, group diary, individual reports, etc. Finally, the execution of this work will favour autonomous learning, the application of knowledge of a theoretical nature to practical situations and the necessary decision-making.

## EVALUATION

The evaluation and control of learning 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 formative function -feedback mechanism that improves the teaching-learning process-. The summative function will be fulfilled with the final evaluation that allows to assign an official grade; for its part, the formative function will be carried out through continuous evaluation.

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

### FIRST CALL

**Synthesis test (60% of the final grade).** The main function of the synthesis tests (examination) is to evaluate the achievement of the training objectives. These tests can combine both multiple choice and/or written answers. In any case, the questions can refer to both theoretical and practical contents. Preferably questions will be asked in a way that require the student to relate various concepts of the subject. 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).** In this part, the evolution of the student in their acquisition of specific skills or competences, generic competences and social skills proposed in this teaching program will be assessed.

The evaluation will be carried out through the elaboration and presentation of individual and team works, realization of projects, as well as through participation in face-to-face sessions. The teaching staff will also be able to carry out theoretical or theoretical-practical tests, through multiple choice test questions, development questions or individual practices periodically throughout the course.





Likewise, participation in the different activities proposed by the teacher will be valued, such as the analysis and discussion of readings or videos or, if applicable, attendance at conferences or seminars.

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

**Following article 6.9 of the Regulations of 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 these sessions and/or if he has adequately justified the impossibility of attending the remaining sessions due to force majeure. 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 note that corresponds to the "recoverable continuous evaluation" can be recovered in the second call through an additional exam.

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

To pass the course the students must (otherwise, the maximum score that students can obtain will be 4.00/10.00):

- Obtain a minimum score 4 or higher in the final grade, out of 8 at individual Activities (Exam and Individual Continuous Evaluation).
- Obtain a minimum grade of 50% (5 out of 10) in the set of individual tests carried out during the course (synthesis test, as well as individual activities and team works in 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.

All students who present themselves to the second call will take a synthesis test with a value of 6 points.

- Students who obtained a point or more in the individual practices of the continuous evaluation, will obtain their final grade of the result of the weighted sum of the marks obtained in this synthesis test (60%) and in the continuous evaluation (40%).
- Students who have not obtained at least one point out of two in the individual activities of the continuous evaluation must complement with an additional test with a value of 2 points. The final grade will be the result of the weighted sum of the grades obtained in the synthesis test (60%), an additional test (20%) and the grade that the student obtained in the non-recoverable activities (20%).

The condition to pass in the second call is:

- Obtain at least 5 points in the final grade
- Have a minimum score of 4 out of 8 in the blocks of individual activities (synthesis test + individual activities in the continuous assessment)



The regulations of the University of Valencia on evaluation and qualification can be consulted 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.  
Existe versión e-book. There is an e-book version.  
[Biblioteca UV: Disponible en papel - Library UV: Paperback Available]
- Boddy, David. (2017) Management; An introduction. 7 Ed. Pearson Education Limited. [Biblioteca UV: Disponible online - Library UV: Available online]
- 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