

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

Code	44475
Name	Business cases
Cycle	Master's degree
ECTS Credits	1.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
2212 - M.U. en Dirección de Empresas. MBA 15-V.2	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
2212 - M.U. en Dirección de Empresas. MBA 15-V.2	1 - Management	Obligatory

Coordination

Name	Department
OLMOS PEÑUELA, JULIA	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

Business Cases is a subject in the area of Management which aims to complement the other three subjects in the field (formulation of strategies, implementation of strategies, and management of operations and systems).

The subject offers a view of business management from the experience of real situations of management, narrated and analyzed in the first person by the people involved in the decision-making processes. The student will learn about specific and current management problems by analyzing and actively discussing with the experts the measures that have been implemented to solve the problems identified.

The subject also includes the student's participation in a simulation game whose main objective is the practical application of the contents of the management subjects.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

It is advisable that students have completed or are attending the other three subjects of the management module: Formulation, Implementation and Management of Operations and Systems.

OUTCOMES

2212 - M.U. en Dirección de Empresas. MBA 15-V.2

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Know and identify the principles of action and master plans of corporate social responsibility that allow the implementation of strategies aimed at improving confidence in the company, the relations with its environment, its image, its legitimacy and its social prestige.
- Prepare, write and publicly present business reports and projects in a clear and coherent manner, defend them with rigour and tolerance and respond satisfactorily to criticisms relating to them.
- Seek, select and assess information from the different actors in the environment, both through traditional methods and information and communication technologies, to use it effectively in the face of problems and situations related to business activity.
- Analyse, synthesise and evaluate information, in a rigorous and critical manner, and be able to identify assumptions, assess evidence, detect false logic or reasoning, identify implicit values, and generalise adequately about problems and situations related to the business world.
- Act in the company's decision-making within the framework of human rights, democratic principles, the principles of equality between women and men, solidarity, environmental protection, universal accessibility and design for all, and the promotion of a culture of peace.



- Promote the ability to work in a team and to collaborate and organise the group's activities effectively and efficiently both in the area of general management and in the other functional areas of the company.
- Make both individual and collective decisions in professional practice as a company manager.
- Audit or define the values of an organisation and determine the mission and vision of an organisation accordingly.
- Assess the direction and intensity of the possible impacts of change in the environmental factors on a company's activity and future results.
- Integrate the company into its socio-economic and competitive environment according to threats and opportunities.
- Analyse and assess the functional areas of the company with the aim of understanding its current and potential strengths and weaknesses as a support for decision making.
- Integrate the different functional areas of the company (marketing, finance, human resources, operations) in a synergistic way.
- Evaluate the economic, technological, legal, fiscal and sociocultural framework in which a company develops its activity.
- Give a reasoned definition of the objectives of a company.
- Formulate the corporate strategy of a given company, as well as the competitive and functional strategies deriving from it.
- Apply creativity, knowledge and rigour to evaluate competitive strategies.
- Implement and control the company's strategy at its different levels, including the design of the company's organisational structure in accordance with its contingency factors.
- Formulate proposals for improving the company's strategy at its different levels as a result of a process of review and control.
- Develop entrepreneurial spirit and skills related to the management of change and innovation, in order to stimulate multifunctionality, diversity and the introduction of novelties in organisations.
- Structure the corporate and competitive strategies of the company, integrated within the functional strategies, according to the principles and methods of the main management systems.
- Combine the main perspectives on and approaches to quality management and recognise and understand the opportunity to apply ISO and EFQM models.

LEARNING OUTCOMES

The course Business Cases provides students with examples of real cases of the internal functioning of business organizations and decision-making processes. They are taught to apply the current approaches of business management guided by a global, integrative and strategic approach.



The student's ability to guide the course of companies and basic knowledge and skills to participate actively in business management tasks is reinforced. Specifically, students will be able to:

- Understand the fundamentals and tools of strategic management, thoroughly enough to apply them to business practice.
- Understand the basic functions of management beyond strategic management itself.
- Make strategic diagnoses at the business level.

In addition, based on the presentation of cases, it is intended that students improve or develop different social skills that will be useful when assuming management positions. We highlight the following social skills:

- Critical and reflective skills through the study of real business situations.
- Ability to debate with other people and reach conclusions about the analysis of a certain phenomenon or situation, internal or external to an organization.
- Oral communication skills, trying to improve the presentation of personal views and getting used to arguing with rational justifications.
- Proactive behavior and a high level of tolerance for change and uncertainty.

DESCRIPTION OF CONTENTS

1. Business cases

Business cases in which the knowledge worked in the modules of formulation and implementation of business strategies, operations management and management systems is addressed.

2. Practical application of the management modules

Practical application of the knowledge worked in the modules of formulation and implementation of business strategies, operations management and management systems through a business simulator.



WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	10,00	100
Readings supplementary material	10,00	0
Preparation of evaluation activities	5,00	0
TOTAL	25,00	

TEACHING METHODOLOGY

The development of this subject will take the format of experts seminar and the simulation game.

The experts seminar will serve to consolidate the concepts, theories and techniques studied in the other three subjects of the module of management and to develop the attitudes and skills for professional exercise.

The student will have to prepare the different cases that will be presented, under the terms and by the dates indicated by the lecturers and complete it with additional information obtained from other sources: newspapers, economic and social information magazines, Internet, the company studied itself, its employees and directors, competitors, experts, annual financial statements, etc.

The main communication channel between lecturers and students will be the Virtual Classroom platform, from which lecturers will provide materials and inform students of the activities to be carried out, such as the submission of exercises, access to teaching materials, communication via e-mail, etc. The access web page is <http://aulavirtual.uv.es>, and queries on how it works can be made at Aula.Virtual@uv.es.

The business simulator will allow students to apply the skills and knowledge acquired in the management modules. Specifically, the simulator will introduce students to an emerging market in which various companies compete. Students will be organized into teams and each one will manage a company, making decisions about different aspects of the business and being able to observe the results of these decisions over several periods. The simulation game will be guided by the teachers and at the end, each student group will have to deliver a final report.

EVALUATION

First call: the evaluation will be carried out from the participation of the students in the two types of activities proposed:

Expert seminar (70%):

In any of the chosen formats and, prior to this, be it the visit, conference, forum or panel, each student must look for relevant information about the company or the theme of the event.



Based on this information, you should prepare a question addressed to the person in charge of the company you are going to visit or the speakers of the event that accompany us.

The rules and the format to elaborate the question are provided to the student in advance. Subsequently, the student must answer one or more questions about the visit, in the format to be determined.

Business simulator (30%)

Students must participate in the *Business simulator* and deliver a final report.

Second call: students who have not obtained a 5 out of 10 in the first call must take an exam in the second call to pass the subject.

ADDENDUM COVID-19

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

Given the possibility of quarantine of some students or confinement of the population, the possibility of teaching distance learning by synchronous methods is contemplated, allowing the full development of the program. The appropriate measures will be taken if necessary, to facilitate access to the training sessions of any student who has to be in quarantine unexpectedly throughout the course.