

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

Code	44616
Name	Business management
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2018 - 2019

Study (s)

Degree	Center	Acad. year	Period
2218 - M.U. en Química	Faculty of Chemistry	1	Second term

Subject-matter

Degree	Subject-matter	Character
2218 - M.U. en Química	10 - Business management	Optional

Coordination

Name	Department
CANALES RONDA, PEDRO	43 - Marketing and Market Research
MARTINEZ PART, SALVADOR	105 - Business Administration 'Juan José Renau Piqueras'
SANCHIS BERENGUER, VICENTE ANDRES	172 - Business Finance

SUMMARY

The course allows students to learn about the different functional areas for management of a company. Focuses on the tasks of strategic direction, the process of analyzing customer and marketing of their products and the analysis of the financial resources needed for its operation.

Each of these three areas has its own entity and the subject has been organized into three separate modules.

We approach this way the management of the functions that more projection and relevancy have in a managerial project of the profile that can be developed by students of the master who decide to take it forward.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

OUTCOMES

2218 - M.U. en Química

- Be able to solve complex chemistry problems, whether in the academic, research or industrial application areas at a specialization or masters-level.
- Possess the necessary skills to develop multidisciplinary activities within the field of chemistry at the master's level.
- Be able to design, perform, analyse and interpret experiences and complex data in the environment of chemistry at a specialization level.
- Acquire advanced knowledge to assess the importance of chemistry in health, the environment, new materials and energy.
- Acquire the necessary advanced knowledge to assess the importance of chemistry in economic and social development in a context of specialization.

LEARNING OUTCOMES

Develop their own business project with business to turn into one or more scientific and technical developments.

Being able to strategically analyze a potential market and opportunities to make themselves known and get to it, along with the need to evaluate their investment and financial situation.

Demonstrate be able to perform the diagnostic process and decision making when creating a company. Knowing how to act in an analysis and market research, designing a marketing plan, and be able to basic financial analysis and adequate control of investments.

DESCRIPTION OF CONTENTS

1. STRATEGY AND STRATEGIC MANAGEMENT: CREATION OF COMPETITIVE ADVANTAGE

Strategic management: key concepts and strategic process.

Managerial strategy: concept, components and levels.

Strategic attitude and competitive advantage.



2. STRATEGIC DIAGNOSIS (I): EXTERNAL ANALYSIS

Aims, values and expectations of the groups of interest.

Managerial environment: general and specific.

Analyses of the general environment.

Analyses of the specific environment.

3. STRATEGIC DIAGNOSIS (II): STRATEGIC CAPACITY AND INTERNAL ANALYSIS

Internal analyses: resources and capacities of the company.

Managerial assets: resources, capacities and competitive advantage.

Intellectual assets.

4. FORMULATION OF STRATEGIES (I)

Decisions on the area of activity of the company.

Business strategies.

Competitive strategies.

5. FORMULATION OF STRATEGIES (II)

Decisions on the modalities of managerial growth.

Strategies of internal, external and mixed development

International strategy.

Strategic groups.

6. MARKETING MANAGEMENT

The importance of marketing.

Guidance in marketing direction.

Basic marketing concepts to implement.

The marketing plan

7. THE INFORMATION MANAGEMENT MARKETING

Identification and development of marketing information.

Market research.

Analysis and distribution of marketing information.

Marketing environment



8. PURCHASING BEHAVIOR OF CONSUMERS

Characteristics that affect consumer behavior.
The buyer decision process.
Industrial markets and behavior of industrial buyers.

9. MARKETING MANAGEMENT PLAN (I)

Segmentation and positioning.
Decisions on the product and the brand.

10. MARKETING MANAGEMENT PLAN (II)

Pricing and pricing strategies.
Design and management of distribution channels.
Marketing communication.
Digital marketing.

11. FINANCIAL STATEMENTS AND BALANCE SHEET ANALYSIS

Economic structure and financial structure.
Balance sheet.
Profit and loss account.
Financial analysis.
Computer applications

12. MONEY VALUE OVER TIME

Capitalization and discount.
Real and nominal rate of interest.
Risk and taxes.
Periodic rate and continuous rate.
Computer applications.

13. INVESTMENT DECISION

Investment: concept and characteristics.
Real investments.
Financial investments.
Estimate of net cash flows.
Computer applications



14. INVESTMENT VALUATION (I)

Net Present Value (NPV).

Internal Rate of Return (IRR).

Investment valuation: other methods.

Investment valuation under uncertainty.

Computer applications.

15. INVESTMENT VALUATION (II)

Profitability and risk.

Diversification.

Financial portfolios: design and valuation.

Stock and bonds: valuation.

Computer applications.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	25,00	100
Computer classroom practice	23,00	100
Tutorials	2,00	100
Development of individual work	7,00	0
Study and independent work	32,00	0
Preparation of evaluation activities	6,00	0
Resolution of case studies	30,00	0
TOTAL	125,00	

TEACHING METHODOLOGY

Masterclass lectures and student participation. Directed classes with practical activity.

Seminars. Workshops. Applied practical problems.

Using the Virtual Classroom, virtual space where all information considered appropriate for the development of different subjects, theories, problems, workshops, etc., and control of student participation in daily activities is deposited.

Dynamic continuous assessment and use of audiovisual material.

Each of four modules has his own profile at the moment of designing the most suitable methodologies.



EVALUATION

Oral and / or written tests (examinations) based on learning outcomes and objectives of each subject, in its theoretical and / or practical parts (60%).

Continuous assessment of work, attendance, participation, case studies, presentations in class, etc. (40%).

The final approval will be obtained with a minimum overall rating of 5.0 out of 10.0.

REFERENCES

Basic

- BLANCO, F.; FERRANDO, M.; MARTÍNEZ, F. (2015): Teoría de la Inversión. Pirámide.
- BLANCO, A., PRADO, A. y MERCADO, C. (2014). Introducción al Marketing y la Comunicación en la empresa. ESIC
- GUERRAS, L.A. y NAVAS, J.E. (2015): La Dirección Estratégica de la Empresa, Teoría y aplicaciones. Ed. Thompson-Reuters Cívitas, Madrid, 5ª edición.
- JOHNSON, G. y SCHOLLES, K. (2010): Fundamentos de Estrategia, Ed. Pearson, Madrid.
- PIÑOL ESPASA, J.A. (2014): Teoría de la inversión. Esquemas, cuestionarios y ejercicios resueltos (2ª edición). Publicaciones Universitat de València (PUV).

Additional

- DESS, G.G., LUMPKIN, G.T., y EISNER, A.B. (2011): Administración Estratégica. Textos y casos, Ed. McGraw-Hill, México.
- Santesmases, M., Marino, M.J., Sánchez, J. y Pintado, T. (2009). Fundamentos de marketing. Pirámide
- Pàgina web: <http://www.uv.es/pinyol>
Blog: <http://pinyol.blogs.uv.es>