



Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 301204 **Name:** Business Organisation and Management

Credits: 6,00 **ECTS Year:** 2 **Semester:** 2

Module: Business Management and Organization

Subject Matter: Empresa **Type:** Basic Formation

Department: Economics, Business Management, and Marketing

Type of learning: Classroom-based learning / Online

Languages in which it is taught: English, Spanish

Lecturer/-s:

302A	María Del Pilar Malagón Selma (Profesor responsable)	pilar.malagon@ucv.es
302B	<u>Maria Asuncion Esteso Blasco</u> (Responsible Lecturer)	ma.esteso@ucv.es
313D	María Del Pilar Malagón Selma (Profesor responsable)	pilar.malagon@ucv.es
30GI2	María Del Pilar Malagón Selma (Profesor responsable)	pilar.malagon@ucv.es
31GI	María Del Pilar Malagón Selma (Profesor responsable)	pilar.malagon@ucv.es



Module organization

Business Management and Organization

Subject Matter	ECTS	Subject	ECTS	Year/semester
Estrategia y Dirección General	24,00	Entrepreneurship and Business Initiative	6,00	4/1
		Human resources management	6,00	3/1
		Strategic Management and Company Policy	6,00	4/1
		Strategies for Business Growth	6,00	3, 4/2
Gestión de Empresas	18,00	Creativity and Management of Innovation	6,00	3/2
		Quality and Environment Management	6,00	3/1
		Social Responsibility of Company	6,00	4/2
Empresa	12,00	Business Organisation and Management	6,00	2/2
		Fundamentals of Business Management	6,00	1/1

Recommended knowledge

Prerequisites: No prerequisites are for taking this course.



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Demostrar poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio. [RAB1]
- R2 Aplicar correctamente sus conocimientos a su trabajo o vocación de una forma profesional y ser capaz de elaborar y defender argumentos y resolver problemas dentro de su área de estudio. [RAB2]
- R3 Ser capaz de transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado tanto en español como en inglés. [RAB4]
- R4 Ser capaz de generar y desarrollar nuevas ideas y soluciones originales e innovadoras para los problemas y retos que se plantean en su ámbito de estudio y en su entorno profesional, demostrando iniciativa, flexibilidad y espíritu crítico. [RAG3]
- R5 Ser capaz de relacionarse y colaborar con otras personas de forma respetuosa, empática y asertiva, reconociendo y valorando las distintas disciplinas, la diversidad y la interculturalidad, y gestionando los conflictos que puedan surgir de forma constructiva. [RAG7]

Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

Weighting				
	1	2	3	4



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3	15,00%	Objective Tests
R3, R5	25,00%	Completion of Theoretical-Practical Activities
R1, R2, R3	10,00%	Class Attendance and Participation
R1, R2, R3, R4	50,00%	Final Exam
R1	5,00%	Participation in Synchronous Communication Activities
R2, R3	25,00%	Deliverable Activities
R1, R2	15,00%	Periodic Evaluations Through Online Questionnaires
R3	5,00%	Participation in Discussion Forums
R1, R2, R3, R4	50,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

Observations

1) In order to pass the course, it will be a **necessary but not sufficient condition to obtain at least 5 out of 10 points on the final in-person exam of the course**, in any of the following calls: first, second, early call, or single assessment. If the final exam is failed, the final weighted grade for the course cannot exceed 4.9 out of 10.

2) In the second call, early call, and single assessment evaluations, the objective tests, theoretical-practical activities, and class attendance and participation will be assessed through an **additional practical in-person practical test consisting of a case study, in addition to the final in-person evaluation test**. The percentages assigned to the different evaluation instruments will be as follows: **50% practical test and 50% final on-site evaluation test**. It will be a necessary requirement to have obtained at least **5 out of 10 points in the final on-site evaluation test** in order to pass the subject.

SINGLE ASSESSMENT



In accordance with Article 9 of the General Regulations for Evaluation and Grading of Official Degrees and UCV's Own Degrees, the single assessment is linked to the inability of students enrolled in an in-person program to attend classes. Therefore, it is an **extraordinary and exceptional** evaluation system, available to those students who, with **justified and documented reasons**, cannot participate in the continuous assessment system. Students must request it from the course instructor, who will expressly decide on the acceptance or rejection of the request. **This request must be submitted within the first month of each semester.**

It is required that students attend at least 80% of the sessions.

The single assessment, both in the first and second call, will consist of an in-person theoretical exam accounting for 50% of the final grade, along with an **in-person practical test consisting of a case study**, which will account for the remaining 50% of the final grade. **It will be a necessary requirement to obtain at least 5 out of 10 points in the theoretical exam in order to pass the course.**

REGARDING AI

The use of any form of Artificial Intelligence (AI) is not allowed for completing practical assignments or evaluation tests.

CLASS ATTENDANCE IN FACE-TO-FACE DEGREES

In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required as a requirement to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage. The same criterion will be applicable for hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:



- M1 Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom.
- M3 Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.
- M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.
- M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.
- M9 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M10 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M11 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.
- M12 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M13 Monographic sessions throughout the course, focused on current aspects and applications of the subject.
- M14 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.
- M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.



- M16 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.
- M17 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.
- M19 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.
- M20 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M3	R1	30,00	1,20
Practical Class M3, M7, M9	R3, R4, R5	15,00	0,60
Group Project Presentation M7, M9	R3, R5	5,00	0,20
Tutoring M10	R1	5,00	0,20
Evaluation M7	R1, R2, R3, R4, R5	5,00	0,20
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M3, M9	R1, R2, R3, R4, R5	30,00	1,20
Individual Work M10	R1, R2, R3, R4	60,00	2,40
TOTAL		90,00	3,60



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M11	R1	8,00	0,32
Synchronous Virtual Practical Session M12	R2, R3, R5	7,00	0,28
In-person Assessment M17	R1, R2, R3, R4, R5	5,00	0,20
Group Work M12	R3, R5	20,00	0,80
Individual Work M14, M19, M20	R1, R2, R3, R4	80,00	3,20
TOTAL		120,00	4,80

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring M14, M17, M19	R1, R2, R3, R4	10,00	0,40
Discussion Forums M15	R1, R2, R3, R4	10,00	0,40
Continuous Assessment Activities M16	R3	10,00	0,40
TOTAL		30,00	1,20



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
1. Basic Concepts of Operations Management	<ul style="list-style-type: none">·Introduction to the course·Introduction to operations management·Key levels of operations management
2. Fundamental Concepts of an Operations System	<ul style="list-style-type: none">·Elements and Parameters of an Operations System·Definition of the operations system·Key elements of an operations system·Key parameters of an operations system
3. Operations Planning and Control	<p>Operations planning and control is the key mechanism through which a company seeks to align customer requirements with its available resources. In other words, it is the mechanism by which a company defines <i>how</i> it intends to meet customer demand over time. In this topic, we will ask:</p> <ul style="list-style-type: none">·How can customer demand be managed and orders planned?·How can resources (production and inventory) be used effectively?·How can a planning and control system be designed to satisfactorily answer these two questions?
4. Project Management	<ul style="list-style-type: none">·Definition of a project (process vs. project)·Project management methodology·Project life cycle·Using Jira: A project management tool



5. Supply Chain Management

- Supply chain
- Supply chain vs. logistics
- Structure of the supply chain
- Supply chain cycle
 - Procurement
 - Production
 - Distribution
 - Sales and delivery

6. People Management

- Organizational structure of the company
- Organizational design
- Basic organizational structures
- Job analysis
- HR planning techniques
- Hiring process

7. Key Performance Indicators (KPIs)

- Definition of OKRs
- Definition of KPIs
- Writing OKRs and KPIs



Temporary organization of learning:

Block of content	Number of sessions	Hours
1. Basic Concepts of Operations Management	3,00	6,00
2. Fundamental Concepts of an Operations System	5,00	10,00
3. Operations Planning and Control	5,00	10,00
4. Project Management	4,00	8,00
5. Supply Chain Management	5,00	10,00
6. People Management	4,00	8,00
7. Key Performance Indicators (KPIs)	4,00	8,00

References

Operations Management for Executives: Realize the Full Potential of Your Company - Philip Moscoso y Alejandro Lago
Stephen P. Robbins, Mary Couler (2022), 14th Edition. "Management" Pearson Education Limited.