



## Information about the subject

**Degree:** Bachelor of Science Degree in Business Administration and Management

**Faculty:** Faculty of Legal, Economic and Social Sciences

**Code:** 301102 **Name:** Fundamentals of Business Management

**Credits:** 6,00 **ECTS Year:** 1 **Semester:** 1

**Module:** Business Organization and Management

**Subject Matter:** Company **Type:** Basic Formation

**Field of knowledge:** Ciencias Sociales y Jurídicas

**Department:** Economics, Business Management, and Marketing

**Type of learning:** Classroom-based learning / Online

**Languages in which it is taught:** English, Spanish

### Lecturer/-s:

301A	<u>Maria Gil Marques</u> (Responsible Lecturer)	maria.gil@ucv.es
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## Module organization

### Business Organization and Management

Subject Matter	ECTS	Subject	ECTS	Year/semester
Business Organisation	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
Business Management	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
Company	12,00	Business Organisation and Management	6,00	2/2
		Fundamentals of Business Management	6,00	1/1

## Recommended knowledge

Being a first year course, there are no previous knowledge required.



## 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 Adequate handling of business terminology and its conceptual schemes.
- R2 To have the capacity to diagnose the situation and prospects of a company.
- R3 To be able to solve basic business problems using the most appropriate tools and knowledge.
- R4 To plan and orally present analysis, diagnosis or recommendations.
- R5 To write short, clear and accurate decision-oriented documents.
- R6 To properly orient a team dynamic around a given objective.



## 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):

BASIC		Weighting			
		1	2	3	4
CB1	That students have demonstrated knowledge and understanding in an area of study that is at the core of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.			X	
CB2	That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.			X	
CB3	That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.			X	
CB4	That students can convey information, ideas, problems and solutions to both specialized and non-specialized audiences.			X	
CB5	That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.			X	
GENERAL		Weighting			
		1	2	3	4
CG0	Speaking well in public.		X		
CG1	Capacity of analysis and synthesis.			X	
CG2	Adequate management of time and resources.		X		
CG3	Capacity to apply knowledge into practice.			X	
CG4	Capacity to handle information from different sources.			X	



CG8	Orientation to problem-solving.			X	
CG11	Creativity and ability to generate new ideas.	X			
CG15	Interpersonal relationship skills.			X	
CG16	Self-confidence and decision making.			X	
CG20	Development of values related to the principles of equal opportunities between men and women, universal accessibility for people with disabilities and, in general, democratic values and a culture of peace.			X	

SPECIFIC		Weighting			
		1	2	3	4
CE2	Identify the constitutive aspects of an organization (e.g. goals and objectives, ownership, size, culture, etc.).			X	
CE3	Identify the functional areas of a company and their relationships (e.g. purchasing, logistics, marketing, finance and human resources)			X	
CE4	Ability to develop interdisciplinary knowledge and analysis to define criteria according to which a company is defined, linking the results with the analysis of the environment.		X		
CE5	Understanding of existing and new technologies and their impact on new or future markets.		X		
CE7	Ability to manage a company or organization, understanding its competitive and institutional positioning and identifying its strengths and weaknesses.		X		
CE13	Ability to diagnose the situation and foreseeable evolution of a company from the relevant records.		X		
CE15	Ability to obtain, from the data, valuable information for decision making.			X	
CE17	Application of professional criteria to the analysis of business problems.		X		
CE19	Empathy and ability to understand others.		X		



## Assessment system for the acquisition of competencies and grading system

### In-class teaching

Assessed learning outcomes	Granted percentage	Assessment method
	15,00%	Objective Tests
	25,00%	Conduct of Theory-Practice
	10,00%	Class attendance and participation
	50,00%	Final Exam

### Observations

The continuous evaluation takes into account the assistance, objective tests, practical cases and exercises carried out during the course. This exam will account for 50% of the final grade. It is important to clarify that it is an essential requirement to average between the exam and the continuous assessment to obtain a minimum of 5 out of 10 in each part.

Single evaluation: In accordance with article 9 of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, the continuous evaluation system is the preferred evaluation system at the UCV. The art. 10 allows, however, for those students who in a justified and accredited manner express their inability to attend in person (or to synchronous communication activities for virtual and/or hybrid teaching modalities), their evaluation on an extraordinary basis in the so-called single evaluation. Said single evaluation must be requested within the first month of each semester to the Dean of Faculty through the Vice-Deaneries or Master's Directorates, with the express decision on the admission of said request from the student concerned being the responsibility of the latter. The evidence to be presented and/or the test/s to be carried out in the single evaluation by the student will be carried out through the same theoretical test as for the rest of the students and through a practical test, although the percentages awarded to the different evaluation instruments will be the following: 50% practical tests and 50% theoretical tests

### Online teaching

Assessed learning outcomes	Granted percentage	Assessment method
	5,00%	Attendance and participation in the activities of synchronous communication



25,00%	Conduct of deliverables
15,00%	Regular evaluations through online questionnaires.
5,00%	Participation in discussion forums
50,00%	Final on-site assessment.

## Observations

The continuous evaluation takes into account the assistance, objective tests, practical cases and exercises carried out during the course. This exam will account for 50% of the final grade. It is important to clarify that it is an essential requirement to average between the exam and the continuous assessment to obtain a minimum of 5 out of 10 in each part.

Single evaluation: In accordance with article 9 of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, the continuous evaluation system is the preferred evaluation system at the UCV. The art. 10 allows, however, for those students who in a justified and accredited manner express their inability to attend in person (or to synchronous communication activities for virtual and/or hybrid teaching modalities), their evaluation on an extraordinary basis in the so-called single evaluation. Said single evaluation must be requested within the first month of each semester to the Dean of Faculty through the Vice-Deaneries or Master's Directorates, with the express decision on the admission of said request from the student concerned being the responsibility of the latter. The evidence to be presented and/or the test/s to be carried out in the single evaluation by the student will be carried out through the same theoretical test as for the rest of the students and through a practical test, although the percentages awarded to the different evaluation instruments will be the following: 50% practical tests and 50% theoretical 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 Problem solving, commentaries, summaries to hand in periodically.
- M3 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M5 Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity.
- M7 Supervised monographic sessions with shared participation.
- M9 Application of multidisciplinary knowledge.
- M11 Personalized and small group attention. Period of instruction and / or orientation conducted by a tutor with the objective of reviewing and discussing the materials and topics presented in classes, seminars, readings, conducting work, etc.





- M13 Set of oral and/or written tests used in initial, formative or additive assessment of the student.
- M14 Student study: Group Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M16 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M17 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M19 Groupwork sessions in the chat under supervision of the lecturer. Analysis of economic and business case studies, both real and fictitious, in order to build knowledge through the student's interaction and activity. Critical analysis of values and social commitment.
- M21 Monographic sessions though the semester, which will be aimed at current aspects and applications of the subject.
- M23 Set of written or oral tests used for the initial, formative or cumulative assessment of the student.
- M25 Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission in electronic format.
- M27 Individual support for the monitoring and orientation of the learning process. It will be carried out by a lecturer and will pursue the revision and discussion of the materials, topics, readings, tasks, etc.
- M29 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission.
- M31 Participation in discussion forums related to the subject under the supervision of the lecturer.



## IN-CLASS LEARNING

### IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M3	R1, R2, R3, R4	22,50	0,90
Practical Class M5	R5, R6	15,00	0,60
Seminar M7	R3, R4, R6	4,50	0,18
Group Presentation of Papers M9	R3, R5, R6	6,00	0,24
Office Assistance M11	R1, R2, R3, R4	6,00	0,24
Assessment M13	R1, R2, R3, R4, R5	6,00	0,24
<b>TOTAL</b>		<b>60,00</b>	<b>2,40</b>

### LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M16	R1, R2, R3, R4, R6	30,00	1,20
Independent Work M14	R1, R2, R4	60,00	2,40
<b>TOTAL</b>		<b>90,00</b>	<b>3,60</b>



## ON-LINE LEARNING

### SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M3	R1, R2, R3, R5, R6	4,00	0,16
Synchronous Virtual Practical Session M5	R1, R2, R3, R5, R6	4,00	0,16
Seminar and Synchronous Virtual Videoconference M21	R1, R2, R3, R4, R5, R6	4,00	0,16
On-site or Synchronous Virtual Assessment M13	R1, R2, R3, R4, R5, R6	3,00	0,12
<b>TOTAL</b>		<b>15,00</b>	<b>0,60</b>

### ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Work M14	R1, R2, R3, R4, R5, R6	60,00	2,40
Tutorial Support Sessions M11	R1, R2, R3, R4, R5, R6	5,00	0,20
Group Work M16	R1, R2, R3, R4, R5, R6	10,00	0,40
Discussion Forum M31	R1, R2, R3, R4, R5, R6	10,00	0,40
Continuous Assessment Tasks M1	R1, R2, R3, R4, R5, R6	50,00	2,00
<b>TOTAL</b>		<b>135,00</b>	<b>5,40</b>



## Description of the contents

Description of the necessary contents to acquire the learning outcomes.

### Theoretical contents:

Content block	Contents
The company as a socioeconomic reality and as a technical-economic system. Introduction to Management as a discipline: Concepts, the importance of Management and its schools of thought	The company as a socioeconomic reality and as a technical-economic system. Introduction to Management as a discipline: Concepts, the importance of Management and its schools of thought
The managerial function and decision making process	The managerial function and decision making process
The company and its orientation to the environment. The strategic management of the company	The company and its orientation to the environment. The strategic management of the company.
Planning and Control Tools. Information systems. Balanced Scorecard	Planning and Control Tools. Information systems. Balanced Scorecard
Organizational Design Structure	Organizational Design Structure
Leadership and People Management	Leadership and People Management



## Temporary organization of learning:

Block of content	Number of sessions	Hours
The company as a socioeconomic reality and as a technical-economic system. Introduction to Management as a discipline: Concepts, the importance of Management and its schools of thought	5,00	10,00
The managerial function and decision making process	5,00	10,00
The company and its orientation to the environment. The strategic management of the company	5,00	10,00
Planning and Control Tools. Information systems. Balanced Scorecard	5,00	10,00
Organizational Design Structure	5,00	10,00
Leadership and People Management	5,00	10,00

## References

Iborra, M. et al. (2014): Fundamentos de Dirección de Empresas: Conceptos y habilidades directivas, Thomson, Madrid.

Robbins, S., y Coulter, M. (2012). Management. Prentice Hall

Cuervo, A. (Coord.) (2008): Introducción a la Administración de Empresas (6ª edición), Thomson-Civitas.

Suarez-Suarez, A.S. (2006): Curso de Economía de Empresa. 7ª ed. Pirámide, Madrid

López, J. A. P. (2018). *Fundamentos de la dirección de empresas*. Ediciones Rialp, SA.

Fuentes, M. D. M. F., Pozo, E. C., & Sáez, C. A. A. (2014). *Fundamentos de dirección y administración de empresas*. Ediciones Pirámide.



## Addendum to the Course Guide of the Subject

Due to the exceptional situation caused by the health crisis of the COVID-19 and taking into account the security measures related to the development of the educational activity in the Higher Education Institution teaching area, the following changes have been made in the guide of the subject to ensure that Students achieve their learning outcomes of the Subject.

**Situation 1: Teaching without limited capacity** (when the number of enrolled students is lower than the allowed capacity in classroom, according to the security measures taken).

In this case, no changes are made in the guide of the subject.

**Situation 2: Teaching with limited capacity** (when the number of enrolled students is higher than the allowed capacity in classroom, according to the security measures taken).

In this case, the following changes are made:

### 1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject will be made through a simultaneous teaching method combining onsite teaching in the classroom and synchronous online teaching. Students will be able to attend classes onsite or to attend them online through the telematic tools provided by the university (videoconferences). In any case, students who attend classes onsite and who attend them by videoconference will rotate periodically.

In the particular case of this subject, these videoconferences will be made through:

☒ Microsoft Teams

☒ Kaltura



## **Situation 3: Confinement due to a new State of Alarm.**

In this case, the following changes are made:

### **1. Educational Activities of Onsite Work:**

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject, as well as the group and personalized tutoring, will be done with the telematic tools provided by the University, through:

☒

Microsoft Teams

☒

Kaltura

Explanation about the practical sessions:



## 2. System for Assessing the Acquisition of the competences and Assessment System

### ONSITE WORK

#### Regarding the Assessment Tools:

☒ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☐ The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

#### Comments to the Assessment System:





## ONLINE WORK

### Regarding the Assessment Tools:

☐

The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☒

The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

### Comments to the Assessment System: