



Information about the subject

Degree: Bachelor of Science Degree in Multimedia and Digital Arts

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 1251105 **Name:** Business Management

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

Module: Empresa y marco jurídico

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

Department: Multimedia and Digital Arts

Type of learning: Classroom-based learning

Languages in which it is taught: Spanish

Lecturer/-s:

1251A Federico Lopez Esquibel (**Responsible Lecturer**)

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Module organization

Empresa y marco jurídico

Subject Matter	ECTS	Subject	ECTS	Year/semester
Empresa	18,00	Business Management	6,00	1/1
		Business Marketing and Communication	6,00	2/1
		Documentation and Digital Marketing	6,00	2/1
Derecho	6,00	Audiovisual Law and Intellectual Property	6,00	1/2
Innovación publicitaria	6,00	Advertising Innovation	6,00	3/1



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 Haber adquirido conocimientos avanzados y demostrado una comprensión de los aspectos teóricos y prácticos y de la metodología de trabajo en su campo de estudio con una profundidad que llegue hasta la vanguardia del conocimiento. [RA1]
- 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. [RA2]
- R3 Ser capaz de recopilar e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética. [RA3]
- R4 Ser capaz de transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado. [RA4]
- R5 Demostrar un alto grado de autonomía en el aprendizaje. [RA5]
- R6 Elaborar respuestas teórico-prácticas basadas en la búsqueda sincera de la verdad plena y la integración de todas las dimensiones del ser humano ante las grandes cuestiones de la vida. [RA6]
- R7 Aplicar los principios derivados del concepto de ecología integral en sus propuestas o acciones, sea cual sea el alcance y el área de conocimiento y los contextos en las que se planteen. [RA7]
- R8 Respetar y poner en práctica los principios éticos y las propuestas de acción derivados de los objetivos para el desarrollo sostenible transfiriéndolos a toda actividad académica y profesional. [RA8]
- R9 Utilizar las tecnologías digitales para crear, buscar, almacenar, procesar y presentar proyectos, así como para interactuar y colaborar con otros agentes en el ámbito académico y profesional. [RA9]
- R10 Colaborar con otras personas cuidando las relaciones interpersonales y la responsabilidad y profesionalidad en las tareas. [RA10]
- R11 Generar y desarrollar nuevas ideas aplicándolas a los problemas y retos que se plantean en su ámbito de estudio y en su entorno profesional mediante soluciones originales e innovadoras demostrando iniciativa, emprendimiento, flexibilidad y espíritu crítico. [RA 11]
- R12 Dirigir y coordinar equipos teniendo en cuenta las variables personales y contextuales. [RA12]



- R13 Identificar y analizar los elementos clave de una expresión artística dominando el vocabulario, códigos, movimientos y conceptos inherentes al ámbito artístico siendo capaces de transferirlos a sus propias creaciones. [RA13]
- R14 Valorar el papel del diseño y la comunicación en la formulación de mensajes y el impacto de su transmisión en diferentes ámbitos comunicativos. [RA15]
- R15 Aplicar las normas derivadas del marco legislativo en España y Europa, especialmente en lo relativo al ámbito digital y la protección de la propiedad intelectual e industrial y justificar dicha aplicación. [RA16]
- R16 Explicar las características propias del sector de la producción digital, su funcionamiento y las tendencias que marcan su evolución actual y futura. [RA17]



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16	20,00%	SE1. Pruebas objetivas
R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16	20,00%	SE2. Realización de actividades teórico-prácticas
R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16	20,00%	SE3. Asistencia y participación en clase
R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16	40,00%	SE4. Examen Final

Observations

According to Article 9 of the General Regulations for the Assessment and Grading of Official and University-Specific Degrees of the UCV, the single assessment option is linked to the impossibility of attendance for students enrolled in an in-person degree program. It is, therefore, an extraordinary and exceptional assessment system available to those students who, for justified and accredited reasons, cannot undergo the continuous assessment system. They must request it from the professor in charge of the course, who will expressly decide on the admission of the student's single assessment request and will communicate its acceptance/denial. Regarding this course, the minimum attendance percentage required is 80%**, this being the threshold to consider for a potential single assessment request.

If this request is approved, the final grade will be based on two components that must be completed in the corresponding exam session (1st or 2nd):

- The submission of all course assignments and activities.
- The completion of the final exam.

In this course, the use of generative Artificial Intelligence tools is permitted as a learning aid. AI should be used as a tool for ideation, improving writing, or initial information retrieval, but never as



a substitute for the student's critical thinking and original work. The student is the final author and, therefore, solely responsible for the accuracy, quality, and originality of the content they submit. The use of AI to generate complete texts presented as one's own, or the failure to declare its use, will be considered plagiarism and will be treated as such according to academic regulations. To comply with the principle of academic honesty, it is mandatory to explicitly declare any use of AI. At the end of each submitted assignment, a section titled "Declaration of Artificial Intelligence Use" must be included, specifying the tool used (e.g., Gemini), the date of use, and a brief description of how it was employed (e.g., "to generate initial ideas and review the grammar of the final draft"). This policy aims to foster the development of digital skills in an ethical manner and to prepare students for the current professional environment.

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	MD1. Clase magistral
M2	MD2. Clases Prácticas
M3	MD3. Trabajo en grupo (en aula)
M4	MD4. Tutoría
M5	MD5. Evaluación
M6	MD6. Trabajo en grupo



IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
AF1. Escucha activa M1, M4	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16	25,00	1,00
AF2. Actividades de aplicación M2, M3, M6	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16	17,50	0,70
AF3. Exposición de trabajos en grupo M2, M6	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16	7,50	0,30
AF4. Trabajo individualizado o en pequeño grupo con el profesor M4	R1, R2, R3, R4, R5, R6, R7, R8, R9, R11, R12, R13, R14, R15, R16	5,00	0,20
AF5. Evaluación M5	R1, R2, R3, R4, R5, R6, R7, R8, R9, R11, R12, R13, R14, R15, R16	5,00	0,20
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
AF6. Participación en equipos de trabajo M6	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16	37,50	1,50
AF7. Trabajo individual M2	R1, R2, R3, R4, R5, R6, R7, R9, R11, R12, R13, R14, R15, R16	52,50	2,10
TOTAL		90,00	3,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
TRANSVERSAL SKILLS	This initial block is fundamental for laying the groundwork for the student's professional development. We will focus on enhancing communication and self-awareness skills, which are key tools for any entrepreneur or professional. Students will work on defining their personal brand and practice effective presentation techniques to communicate their ideas with impact.
FUNDAMENTALS OF THE MARKET AND THE COMPANY	This block establishes the economic and conceptual foundations for understanding the environment in which companies operate. It will analyze the basic principles of supply and demand, the social and economic function of a company, the profile of an entrepreneur, and the specific business models that characterize creative and digital industries, such as gaming or cinema.
STRATEGY AND INTERNAL ORGANIZATION	Once the environment is understood, we will delve into the heart of the company: its strategy. This block is dedicated to learning how to formulate a project's purpose (mission, vision, and values) and how to use professional analysis tools like PESTEL, Porter's 5 Forces, and SWOT to diagnose the internal and external situation, thus enabling the definition of clear strategic lines and objectives
THE MARKETING PLAN	With a defined strategy, the next step is to connect with the market. This block focuses on the marketing plan as a roadmap to reach the customer. You will learn how to conduct market research, define the target audience using "Buyer Personas," design a solid value proposition, and define product, price, and distribution strategies, integrating all elements into a Lean Canvas.



VIABILITY AND FINANCIAL PLAN

The final block addresses a critical aspect of any project: its economic sustainability. It will introduce basic financial concepts to evaluate the viability of a business idea, including the analysis of fixed and variable costs and the calculation of the break-even point. Through practical workshops, students will learn to make revenue forecasts and prepare a projected income statement.

Temporary organization of learning:

Block of content	Number of sessions	Hours
TRANSVERSAL SKILLS	4,00	8,00
FUNDAMENTALS OF THE MARKET AND THE COMPANY	7,00	14,00
STRATEGY AND INTERNAL ORGANIZATION	7,00	14,00
THE MARKETING PLAN	7,00	14,00
VIABILITY AND FINANCIAL PLAN	5,00	10,00



References

- Osterwalder, A. y Pigneur, Y. (2011). Generación de Modelos de Negocio
- Ries, E. (2012). El método Lean Startup
- Kim, W. C. y Mauborgne, R. (2005). La estrategia del océano azul
- Godin, S. (2018). Esto es Marketing
- Sinek, S. (2009). La clave es el porqué.
- Carnegie, D. (1936). Cómo ganar amigos e influir sobre las personas.
- Newport, C. (2016). Céntrate (Deep Work).
- Christensen, C. M. (1997). El dilema del innovador.
- Collins, J. (2001). Empresas que sobresalen.
- Eyal, N. (2014). Enganchado (Hooked).
- Miller, D. (2017). Crea tu StoryBrand.
- Clark, T., Osterwalder, A. y Pigneur, Y. (2012). Tu modelo de negocio
- Kahneman, D. (2012). Pensar rápido, pensar despacio