

Universidad Pablo de Olavide

COURSE SYLLABUS

Academic year 2009/2010

BASIC COURSE INFORMATION

COURSE: BUSINESS ADMINISTRATION (Economía de la Empresa – English group)		DEGREE IN: BUSINESS ADMINISTRATION AND MANAGEMENT	
		DOUBLE DEGREE IN: BUSINESS ADMINISTRATION AND MANAGEMENT, AND LAW	
CODE: 501052	STUDY PLAN: 2009		
TYPE: CORE	ECTS CREDITS: 6	ORGANIZATIONAL MODEL: A1	
DURATION: SEMI-ANNUAL	YEAR: 1st	TERM: 1st	

1. TEACHING TEAM INFORMATION

COURSE COORDINATORS:

NAME: ANTONIO CARMONA LAVADO		
DEPARTMENT: BUSINESS MANAGEMENT		
ACADEMIC AREA: BUSINESS ORGANIZATION		
CATEGORY: <i>PROFESOR CONTRATADO DOCTOR</i>		
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NAME: INÉS HERRERO CHACÓN		
DEPARTMENT: BUSINESS MANAGEMENT		
ACADEMIC AREA: BUSINESS ORGANIZATION		
CATEGORY: <i>PROFESORA TITULAR DE UNIVERSIDAD</i>		
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SPECIFIC COURSE INFORMATION		
2. COURSE DESCRIPTION		
Throughout the course, students will:		
<ul style="list-style-type: none"> - Acquire basic business knowledge, including business management; - Have a general view of the problems which businesses are faced with: operations, marketing, finance and human resources; - Acquire knowledge about business development and the different ways of business cooperation. 		
3. ACADEMIC CONTEXT		
3.1. PREREQUISITES:		
None.		
3.2. CONTEXT WITHIN THE DEGREE:		
Business Administration is the first course studied in the area of Business Organization at undergraduate level. It is therefore designed to provide students with basic knowledge on business management and the way in which a business works and develops.		
3.3. RECOMMENDATIONS:		
There are not special recommendations.		
3.4. LEARNING TARGETS:		
3.4.1. GENERAL SKILLS:		
<ul style="list-style-type: none"> - Ability to analyse and synthesize. - Ability to adapt to new situations. - Ability to search for and analyse information from different sources. - Initiative and enterprising spirit. 		
3.4.2. SPECIFIC SKILLS:		
<ul style="list-style-type: none"> - To know and apply basic concepts of Business Administration. 		
4. DISTRIBUTION OF IN-CLASS LEARNING		
<i>No. OF STUDENTS:</i> 23		
GROUP TYPE	STUDENTS PER GROUP	No. OF GROUPS
GENERAL TEACHING (GT)	23	1
PRACTICAL TEACHING (PT)	23	1
SEMINARS (SEM)	0	0
5. STUDENT LEARNING		
<i>TOTAL No. OF HOURS:</i> 150 (6 ECTS CREDITS)		
GROUP TYPE	HOURS PER STUDENT	CREDITS PER STUDENT
GENERAL TEACHING (GT)	31.50	1.30
PRACTICAL TEACHING (PT)	13.50	0.50
SEMINARS (SEM)	-	-
SELF-STUDY AND TUTORIALS	90.00	3.60
ASSESSMENT AND GRADING	15.00	0.60
TOTAL	150.00	6.00

6. ASSESSMENT AND GRADING

A) ASSESSMENT FOR GENERAL TEACHING (GT) - 70%:

There will be a multiple choice exam which will be graded in the following way:

- right answer: + 1
- wrong answer: - 0.25
- unanswered: 0

The final grade will be worked out in the following way:

$$(\text{No. of right answers} - 0.25 \times \text{No. of wrong answers})/2$$

B) ASSESSMENT FOR PRACTICAL TEACHING (PT) - 30%:

This will be assessed through in-class activities (15%) and cannot be retaken. The grades for this part will be maintained for the second exam period.

Practical exam (15%) – It can be retaken. It will be taken along with the assessment for the lectures.

The exam makes up 85% of the final grade (GT-70% and PT-15%), and continuous assessment in PT (the remaining 15%).

Student mobility:

Those UPO students who are not able to attend seminars due to being abroad under official mobility programs (Socrates-Erasmus, Séneca, Atlanticus...) will have an additional exam, or work that will be clearly defined, in order to obtain the 50% of the grade corresponding to the continuous evaluation. Students in this situation must inform the responsible lecturers at the beginning of the academic year, before the 31st of October, 2009.

7. CONTENTS

7.1. LEARNING MODULES:

- Module I: Understanding Business Administration: Background & Building Blocks
- Module II: Business Administration Subsystems
- Module III: Business Development

7.2. COURSE TOPICS:

MODULE I: UNDERSTANDING BUSINESS ADMINISTRATION: BACKGROUND & BUILDING BLOCKS

Topic 1. Enterprises & businesspeople

- 1.1. Introduction
- 1.2. What is an enterprise?
- 1.3. The business profession: a theoretical approach
- 1.4. Enterprises as systems
- 1.5. Theories on enterprises

Topic 2. Types of enterprises

- 2.1. According to their size
- 2.2. According to their sector
- 2.3. According to their legal form
- 2.4. According to their owners

Topic 3. Environment

- 3.1. The environment
- 3.2. Specific environment
- 3.3. General environment

- 3.4. Dimensions of environment
- 3.5. Managing in a Global environment

Topic 4. Introduction to the management subsystem

- 4.1. Introduction
- 4.2. Functions of the management subsystems
- 4.3. Objectives of the management subsystems
- 4.4. Decision making

MODULE II: BUSINESS ADMINISTRATION SUBSYSTEMS

Topic 5. Introduction to the operations subsystem

- 5.1. Introduction and objectives of the operations subsystem
- 5.2. Types of production processes
- 5.3. Planning in the long term
- 5.4. Planning in the short term

Topic 6. Enterprises & marketing management

- 6.1. How does marketing work?
- 6.2. Marketing management
- 6.3. Analyzing the market
- 6.4. Market segmentation
- 6.5. Marketing Mix decisions

Topic 7. The financial functioning of enterprises

- 7.1. Economic & financial structure of enterprises
- 7.2. Economic & financial profitability
- 7.3. Investment decisions in business
- 7.4. Financing decisions in business

Topic 8. Human Resources

- 8.1. Human resources in businesses
- 8.2. Organisational behaviour
- 8.3. Human Resources management

MODULE III: BUSINESS DEVELOPMENT

Topic 9. Business Evolution over time.

- 9.1. Entrepreneurship
- 9.2. The entrepreneur process
- 9.3. Alternatives for the entrepreneurship activities

Topic 10. Business cooperation.

- 10.1. Cooperation in business
- 10.2. Alternatives for cooperating
- 10.3. Advantages of cooperating
- 10.4. Disadvantages of cooperating

8. BIBLIOGRAPHY

Ricketts, M. (1994): *The economics of business enterprise: an introduction to economic organisation and the theory of the firm*. New York: Harvester Wheatsheaf, 1994.

Heizer, J., and Render, B. (2006): *Operations Management*. Ed. Prentice Hall.

Chase, R., Jacobs, R., and Aquilano, N. (2006): *Operations Management for competitive Advantages*. Editorial Mc Graw Hill.

Kotler, P. (2000): *Marketing Management*. Ed. Prentice Hall.

Brealey, R., and Myers, S. (2002): *Principles of Corporate Finance*. Ed. Mc Graw Hill.

Robins, S.P. and Coulter, M. (2007): *Management*. Pearson Prentice Hall, New Jersey.

Gómez-Mejía, L.R., Balkin, D.B., and Cardy, R.L. (2008): *Management*. Mc Graw Hill. International Edition.

Iborra, M., Dasí, A., Dolz, C., and Ferrer, C. (2007): *Fundamentos de dirección de empresas*. Thompson.

Manynar Mariño, P., Bañegil Palacios, T.M., and Galera Casquet, C. (2007): *La economía de la empresa en el espacio de educación superior*. McGraw-Hill.

García del Junco, J., and Casanueva Rocha, C. (2006): *Fundamentos de gestión empresarial*. Pirámide.

Pérez Gorostegui, E. (2001): *Introducción a la administración de empresas*. Editorial Centro de Estudios Ramón Areces, S. A.

Díez de Castro, E., Galán, J.L., and Martín Armario, E. (1996): *Introducción a la Economía de la Empresa I*. Pirámide.

Díez de Castro, E., Galán, J.L., and Martín Armario, E. (1995): *Introducción a la Economía de la Empresa II*. Pirámide.

Bueno Campos, E. (1996): *Curso básico de Economía de la Empresa*. Pirámide.

Robbins, S.P., and Coulter, M. (2005): *Administración*. Pearson.

9. TEACHING ORGANIZATION: WEEKLY COURSE SCHEDULE

WEEK	No. HOURS GT	No. HOURS PT	No. HOURS SEM	No. HOURS SELF-STUDY	No. HOURS ASSESSMENT	UNITS
1	3			6		GT: Units 0 & 1
2	3			6		GT: Unit 1
3	3			6		GT: Unit 2
4	1.5	1.5		6		GT: Units 2 & 3; PT: Unit 2
5	3			6		GT: Unit 4
6	3			6		GT: Unit 5
7	1.5	1.5		6	2	GT: Unit 6; PT: Unit 2
8	1.5	1.5		6		GT: Unit 6; PT: Unit 3
9	1.5	1.5		6	0.5	GT: Unit 7; PT: Unit 5
10	1.5	1.5		6	0.5	GT: Unit 7; PT: Unit 6
11	3			6		GT: Unit 8
12	1.5	1.5		6	0.5	GT: Unit 9; PT: Unit 7
13	1.5	1.5		6		GT: Unit 9; PT: Unit 9
14	1.5	1.5		6	0.5	GT: Unit 10; PT: Unit 8
15	1.5	1.5		6	2	GT: Unit 10; PT: Units 1-8
FINAL EXAM					4.5	Units 1 to 10
RESIT EXAM					4.5	Units 1 to 10
TOTAL	31.5	13.5		90	15	