

## COURSE SYLLABUS

### 1. COURSE DESCRIPTION

<b>Degree:</b>	<b>Administración y Dirección de Empresas (English teaching)</b>
<b>Double Degree:</b>	<b>Derecho y Administración y Dirección de Empresas (English teaching)</b>
<b>Course:</b>	<b>INTRODUCTION TO BUSINESS MANAGEMENT (Economía de la Empresa - English teaching)</b>
<b>Module:</b>	<b>1: Basic Training in Business and Economic Sciences</b>
<b>Department:</b>	<b>Business Organization and Marketing</b>
<b>Term:</b>	<b>First term</b>
<b>Total Credits:</b>	<b>6</b>
<b>Year:</b>	<b>1<sup>st</sup></b>
<b>Type of Course:</b>	<b>Basic</b>
<b>Course Language:</b>	<b>English</b>

<b>Teaching model:</b>	<b>A1</b>	
<b>a. General/background:</b>		<b>70%</b>
<b>b. Theory-into-practice/developmental knowledge-building</b>		<b>30%</b>
<b>c. Guided Academic Activities:</b>		



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### 2. COURSE COORDINATOR

**Course coordinator: Inés Herrero Chacón**

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### 3. ACADEMIC CONTEXT

#### 3.1. Course Description and Objectives

Throughout the course, students will:

- 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.

#### 3.2. Contribution to the Training Plan

Introduction to Business Management 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 or Prerequisites

None.

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### 4. SKILLS

#### 4.1 Degree Skills Developed during this Course

- Oral and written communication abilities
- Organizational & Planning skills
- Collaborative learning/Teamwork skills
- Critical thinking & auto-criticism skills
- Interpersonal skills
- Analysis & synthesis skills

#### 4.2. Module Skills Developed during this Course

- 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

#### 4.3. Course-specific Skills

- To know and apply basic concepts of Business Administration

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### 5. COURSE CONTENT (COURSE TOPICS)

#### 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
- 5.5. Inventory management

#### Topic 6. Enterprises & marketing management

- 6.1. How does marketing work?
- 6.2. Marketing management
- 6.3. Analyzing the market

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- 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



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### **6. METHODOLOGY AND RESOURCES**

The methodology will be based in the spirit of the Life Long Learning system. The student will be encouraged to “learn how to learn” by him/herself.

The practical lessons will be based on the “Learning by doing” in order to motivate entrepreneurial activities among students.

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### 7. ASSESSMENT

#### A) ASSESSMENT FOR GENERAL TEACHING (GT) - 50%:

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) - 50%:

This will be assessed through in-class activities (30%) which cannot be retaken. The grades for this part will be maintained for the second exam period.

Practical exam (20%) – It can be retaken. It will be taken along with the assessment for the lectures.

The exam makes up 70% of the final grade (GT-50% and PT-20%) whereas continuous assessment in PT represents the remaining 30%.

#### 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 30<sup>th</sup> of November. Any report after this deadline must be supported by the academic coordinator of the mobility contract.





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### 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.