

## SYLLABUS

### 1. DESCRIPCIÓN DE LA ASIGNATURA

<b>Degree:</b>	<b>Biotechnology</b>
<b>Course:</b>	<b>Economy and Business Management</b>
<b>Module:</b>	<b>Basic Training in Economic and Business Sciences</b>
<b>Department:</b>	<b>Business Management and Marketing</b>
<b>Academic Year:</b>	<b>2017-2018</b>
<b>Term:</b>	<b>Second</b>
<b>ECTS credits:</b>	<b>6</b>
<b>Year:</b>	<b>4<sup>th</sup> year</b>
<b>Type:</b>	<b>Basic</b>
<b>Language:</b>	<b>Spanish</b>

<b>Course Model:</b>	
<b>a. Basic Learning (EB):</b>	<b>60%</b>
<b>b. Practical Learning (EPD):</b>	<b>40%</b>



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### 2. LECTURERS

**2.1. Coordinator: Antonio Carmona Lavado**

#### 2.2. Lecturer

<b>Name:</b>	<b>Fracisco Borja Villa Ramos</b>
<b>School:</b>	<b>School of Business Science</b>
<b>Department:</b>	<b>Business Management and Marketing</b>
<b>Area:</b>	<b>Business Management</b>
<b>Office Hours:</b>	<b>Previous appointment</b>
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<b>Phone:</b>	

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### 3. TOPICS

#### **1. Company and entrepreneur**

- 1.1 The economy of the company.
- 1.2 Company concept.
- 1.3 Creation of the company: the business plan.
- 1.4 Types of company:
  - 1.4.1. Depending on the sector of activity.
  - 1.4.2 Depending on the size.
  - 1.4.3 Depending on its legal form.
  - 1.4.4 Depending on the geographical scope of activity.
  - 1.4.5 Depending on the ownership of the capital.
- 1.5 Profile of the Biotechnology Industry in Spain.

#### **2. The company system and its environment**

- 2.1 The company as a system.
- 2.2 The business subsystems according to the functional criterion.
- 2.3 Concept of environment.
- 2.4 Specific or competitive environment.
- 2.5 General environment.
- 2.6. Characteristics of the environment.

#### **3. The direction of the company**

- 3.1 Introduction.
- 3.2 Functions of the address subsystem.
- 3.3 Objectives of the company.
- 3.4 Decision making.
- 3.5 Strategic direction.

#### **4. Operations**

- 4.1 Concepts and objectives of the operations management.
- 4.2 The productive processes.
- 4.3 The design of the operations subsystem.

#### **5. Finance**

- 5.1 Financial management.
- 5.2 Economic and financial profitability.
- 5.3 Investment decisions.
- 5.4 Financing decisions

#### **6. Marketing**

- 6.1 Marketing concept.
- 6.2 Marketing management.
- 6.3 Market analysis.



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- 6.4 Segmentation and positioning.
- 6.5 The decisions of the marketing mix.

### **7. Human Resources**

- 7.1 Human resources in organizations.
- 7.2 Organizational behaviour.
- 7.3 The management of human resources.