



COURSE SYLLABUS

1. COURSE DESCRIPTION

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|-------------------------|---|
| Degree: | Finanzas y Contabilidad (English teaching) |
| Double Degree: | Derecho y Finanzas y Contabilidad (English teaching) |
| Course: | INTRODUCTION TO BUSINESS MANAGEMENT (Economía de la Empresa - English teaching) |
| Module: | X: Business Organization |
| Department: | Business Organization and Marketing |
| Term: | First term |
| Total Credits: | 6 |
| Year: | 1st |
| Type of Course: | Obligatory |
| Course Language: | English |

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



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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:

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

A minimum grade of 3 will be necessary to pass this part.

B) ASSESSMENT FOR PRACTICAL TEACHING (PT) - 50%:

30% of the final mark will be assessed through in-class activities (30%). Students not passing this part or not being able to attend in-class activities, can resit a test on this part at the final exam in June/July call. Otherwise, the grades for this part will be maintained for the second exam period.

Students will have to sit a practical exam to obtain up to the remaining mark (20%), which can be resit in the June/July call.

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

If a student pass the first call successfully, will be exempted from sitting the final exam in July.

Please note that in compliance the Normativa de Régimen Académico y de Evaluación del Alumnado (Title II, Chapter II, Articles 12.2 and 14.3) agreed in Consejo de Gobierno de la Universidad Pablo de Olavide de Sevilla on July 18, 2006): “With regard to essays or other homework, plagiarism and/or the use of unoriginal material—including information obtained from online sources—without explicit and proper citing (and, where required, the express permission of the author), may warrant a mark of FAIL in a subject, regardless any other applicable academic sanctions warranted by academic misconduct on the part of the students. [...] After consulting the teaching staff, students and any other university members considered necessary, the Director of the Department responsible for the subject will decide on the need for further measures including an official academic integrity hearing.



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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.