



1. General information

Course: BUSINESS MANAGEMENT

Type: BASIC

Degree: 315 - UNDERGRADUATE DEGREE IN BUILDING ENGINEERING

Center: 308 - SCHOOL POLYTECHNIC OF CUENCA

Year: 2

Main language: Spanish

Use of additional languages:

Web site:

Code: 59310

ECTS credits: 6

Academic year: 2020-21

Group(s): 30

Duration: C2

Second language:

English Friendly: N

Bilingual: N

Lecturer: JORGE LINUESA LANGREO - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
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2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

This subject aims to provide students with a basic conceptual framework that allows them to understand the process of business management. The content and methodology used in the development of this subject is aimed at improving of a series of competences of the student as the ability to make decisions, organization and planning, oral and written communication, teamwork, search and analysis of information, autonomous learning, spirit critical, working in diverse environments and strategic attitude and change. It is also intended that the student deepens the implications of the characteristics of companies in the construction sector and the link between the company and the environment. The students' learning in this area is based on the use of knowledge from various areas of the degree.

4. Degree competences achieved in this course

Course competences

Code	Description
E06	Adequate knowledge of the concept of company, its institutional framework, organizational models, planning, control and strategic decision making in environments of certainty, risk and uncertainty; production systems, costs, planning, financing sources and preparation of financial plans and budgets.
E07	Ability to organize small businesses, and to participate as a member of multidisciplinary teams in large companies
G01	Ability for analysis and synthesis
G04	Problem resolution
G05	Decision making
G07	Teamwork
G16	Creativity and innovation
G21	Command of Information and Communication Technologies (ICT)
G22	Correct oral and written communication
G23	Ethical commitment and professional ethics

5. Objectives or Learning Outcomes

Course learning outcomes

Description

Understand the factors of business competitiveness: the functioning of supply and demand, as well as market demand models.

Understand and assimilate the concept of business, understanding how it works, is organized and the relationships established between the different areas that comprise it.

Know how to analyze and interpret environmental factors, identifying opportunities and threats in their interaction with the strengths and weaknesses that the company presents.

Achieve a comprehensive vision of the process of business management and human resources, in addition to being able to assess different strategic options and make optimal decisions with a rational procedure.

Get a comprehensive view of the process of operations management and be able to analyze costs and manage projects.

6. Units / Contents

Unit 1: Concept, legal nature, structure and organization of the company

Unit 1.1 Company concept

Unit 1.2 Business classes

Unit 1.3 The elements of the company

Unit 1.4 Principles of organization

Unit 1.5 Organization models

Unit 2: Strategic analysis of the environment

Unit 2.1 The Company as an Open System

Unit 2.2 The Strategic Management of Companies

Unit 2.3 The Company Environment: Specific and Generic

Unit 2.4 Characteristics of the Environment

Unit 3: The decision process in the company

Unit 3.1 The entrepreneur and the decision

Unit 3.2 Elements of the decision model

Unit 3.3 Stages in a decision model

Unit 3.4 Decisions in conditions of certainty

Unit 3.5 Decisions in risk conditions

Unit 3.6 Decisions in conditions of uncertainty

Unit 4: Management of the operations system

Unit 4.1 Concept and generalities

Unit 4.2 The operations subsystem

Unit 4.3 Operations management function

Unit 4.4 Operations and project planning techniques

Unit 5: Design of the production system

Unit 5.1 Time measurements

Unit 5.2 Study of movements in the workplace

Unit 6: Human resources management

Unit 6.1 Business strategy and human resources management

Unit 6.2 Dimensions of the strategy and human resources

Unit 6.3 The strategic management of human resources

Unit 6.4 Principles of strategic management of human resources

Unit 6.5 Human resources practices

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	E06 E07 G01	1	25	N	-	
Class Attendance (practical) [ON-SITE]	Problem solving and exercises	E06 E07 G01 G04 G22	1	25	Y	N	
Study and Exam Preparation [OFF-SITE]	Self-study	E06 E07 G01 G04 G22	1	25	N	-	
Workshops or seminars [ON-SITE]	Cooperative / Collaborative Learning	E06 E07 G01 G04 G05 G22 G23	0.2	5	N	-	
Writing of reports or projects [OFF-SITE]	Cooperative / Collaborative Learning	E06 E07 G07 G16 G21	1.3	32.5	N	-	
Study and Exam Preparation [OFF-SITE]	Self-study	E06 E07 G01 G04 G05 G22 G23	1.3	32.5	N	-	
Final test [ON-SITE]	Assessment tests	E06 E07 G01 G04 G05 G22 G23	0.2	5	Y	Y	
Total:			6	150			

Total credits of in-class work: 2.4	Total class time hours: 60
Total credits of out of class work: 3.6	Total hours of out of class work: 90

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System			
Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Assessment of problem solving and/or case studies	40.00%	40.00%	
Final test	60.00%	60.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Study and Exam Preparation [AUTÓNOMA][Self-study]	25
Workshops or seminars [PRESENCIAL][Cooperative / Collaborative Learning]	5
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	32.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	32.5
Final test [PRESENCIAL][Assessment tests]	5
Unit 1 (de 6): Concept, legal nature, structure and organization of the company	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	3
Unit 2 (de 6): Strategic analysis of the environment	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	3
Unit 3 (de 6): The decision process in the company	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	5
Unit 4 (de 6): Management of the operations system	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	5
Unit 5 (de 6): Design of the production system	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4.5
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	5
Unit 6 (de 6): Human resources management	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4.5
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	4
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	25
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	25
Study and Exam Preparation [AUTÓNOMA][Self-study]	25
Workshops or seminars [PRESENCIAL][Cooperative / Collaborative Learning]	5
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	32.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	32.5
Final test [PRESENCIAL][Assessment tests]	5
Total horas:	150

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Castillo Clavero, Ana María	Casos prácticos de administración y dirección de empresas	Ediciones Pirámide		978-84-368-2143-7	2007	
Claver, E.; Llopis, J.; Lloret, M. y Molina, H.	Manual de Administración de Empresas	Civitas	Madrid		2000	
Guarnizo, J.V.	Ejercicios de administración y dirección de empresas	Tebar Flores	Albacete		1998	
Guarnizo, J.V.; Jiménez, J.J.	Dirección de la producción	Tebar Flores	Albacete		1998	
Guarnizo, J.V.; Jiménez, J.J.	Fundamentos de Administración y Dirección de Empresas		Albacete		1998	
Gómez-Mejía, Luis R.	Gestión de recursos humanos	Pearson Prentice Hall		978-84-83224-02-1	2008	
Heizer, J.; Render, B.	Dirección de la Producción: Decisiones tácticas	Prentice Hall	Madrid		2001	
Pereda Marín, Santiago	Técnicas de gestión de recursos humanos por competencias	Centro de Estudios Ramón Areces		978-84-8004-720-3	2005	
BUENO EDUARDO	Curso básico de economía de la empresa	PIRAMIDE		978843681913	2004	
Bueno Campos, Eduardo	Dirección estratégica : nuevas perspectivas teóricas	Pirámide		84-368-2013-4	2005	