



UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

1. General information

Course: INTRODUCTION TO BUSINESS MANAGEMENT

Code: 54307

Type: BASIC

ECTS credits: 6

Degree: 329 - UNDERGRADUATE DEGREE PROGRAMME IN BUSINESS MANAGEMENT AND ADMINISTRATION (TA)

Academic year: 2020-21

Center: 15 - FACULTY OF SOCIAL SCIENCES AND INFORMATION TECHNOLOGIES

Group(s): 60

Year: 1

Duration: C2

Main language: Spanish

Second language: English

Use of additional languages:

English Friendly: Y

Web site:

Bilingual: N

Lecturer: MARIA BELEN RUIZ SANCHEZ - Group(s): 60

| Building/Office | Department | Phone number | Email | Office hours |
|----------------------------------------------------------------------------|----------------------------|--------------|--------------------|-----------------------------------------------------------------------|
| Facultad de Ciencias Sociales y Tecnologías de la Información/Despacho 2.3 | ADMINISTRACIÓN DE EMPRESAS | 926051424 | belen.ruiz@uclm.es | Wednesday from 11 to 13 and from 15 to 17. Thursday from 11 to 13. |

2. Pre-Requisites

Not established

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

This subject is taught in the second semester of the first year of the degree in ADE. The student is introduced in the world of the company, its organization, its functional areas and its relations with the environment. The general and basic vision of the theory, the aspects addressed in this subject will be specified and deepened in the subject of Business Organization and Human Resources Management (2nd year) and Strategic Management (4th year).

4. Degree competences achieved in this course

Course competences

| Code | Description |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| E01 | Develop the ability to manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses. |
| E02 | Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of a company or organization. |
| E04 | Incorporate the ability to integrate into any functional area of a business or organization to perform and be able to lead any given task. |
| E05 | Develop the ability to analyze any information on the situation and possible development of a company and transform it into a business opportunity. |
| E06 | Develop and enhance the ability for general management, technical management and the management of research, development and innovation projects in any company or organization. |
| E10 | Understand how people behave within organizations to manage individuals and workgroups from a human resources perspective. |
| G01 | Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence. |
| G03 | Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions. |
| G05 | Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations. |

5. Objectives or Learning Outcomes

Course learning outcomes

Description

Know the theories and organizational models of companies from structural and behavioral perspectives to ensure their effective and efficient functioning, paying special attention to human aspects in organizations.

Listen, negotiate, convince and defend arguments both in oral and writing ways.

Search for information in order to analyze it, interpret its meaning, synthesize it and communicate it to others.

Work out problems in creative and innovative ways.

6. Units / Contents

Unit 1: FUNDAMENTALS OF BUSINESS ADMINISTRATION

Unit 2: ECONOMIC ANALYSIS OF ORGANIZATION

Unit 3: ENTREPRENEURS AND TYPES OF ORGANIZATIONS

Unit 4: MANAGEMENT FUNCTION

Unit 5: ORGANIZATION PURPOSES

Unit 6: LOCATION, SIZE AND DEVELOPEMENT OF ORGANIZATION

Unit 7: BUSINESS MANAGEMENT AND DECISIONS MAKING

Unit 8: DECISIONS MAKING IN DIFFERENT INFORMATIONAL CONTEXTS

Unit 9: DECISIONS MAKING WITH MULTIPLE DECISION MAKERS

| 7. Activities, Units/Modules and Methodology | | | | | | | |
|------------------------------------------------|--------------------------------------|-------------------------------------------------------|----------|---------------------------------------------|----|-----|-------------|
| Training Activity | Methodology | Related Competences (only degrees before RD 822/2021) | ECTS | Hours | As | Com | Description |
| Class Attendance (practical) [ON-SITE] | Practical or hands-on activities | G01 | 0.67 | 16.75 | N | - | |
| Workshops or seminars [ON-SITE] | Cooperative / Collaborative Learning | E01 E02 E04 E05 E06 E10 G05 | 0.32 | 8 | Y | N | |
| Writing of reports or projects [OFF-SITE] | Practical or hands-on activities | E05 G01 G03 | 1 | 25 | Y | N | |
| Study and Exam Preparation [OFF-SITE] | Self-study | E01 E02 E04 E05 E06 E10 | 2 | 50 | N | - | |
| On-line Activities [OFF-SITE] | Problem solving and exercises | | 0.6 | 15 | Y | N | |
| Class Attendance (theory) [ON-SITE] | Lectures | E01 E02 E04 E05 E06 E10 | 1.33 | 33.25 | N | - | |
| Final test [ON-SITE] | Assessment tests | E01 E02 E04 E05 E06 E10 G01 G03 G05 | 0.08 | 2 | 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 |
| Final test | 70.00% | 100.00% | There will be an objective final exam that may include test |
| Other methods of assessment | 30.00% | 0.00% | Team works, individual works, resolution of practices. |
| 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).

Evaluation criteria for the final exam:

Continuous assessment:

The quantity and quality of the tests delivered will be assessed, which will include objective test-type and true-false tests, open-ended questions and numerical exercises. They will be delivered through the virtual platform or in class, depending on the case, assessing the successes of the objective questions, the relationship between technical concepts and applications in the open questions and the use of appropriate formulas and models in the practical exercises.

Non-continuous evaluation:

Those students who cannot access continuous assessment will be assessed through a final exam.

Specifications for the resit/retake exam:

The same evaluation criteria of the ordinary call.

Specifications for the second resit / retake exam:

The evaluation system is unique and consists of a special exam equivalent to 100% of the final grade.

| 9. Assignments, course calendar and important dates | |
|-----------------------------------------------------------------------------|-------|
| Not related to the syllabus/contents | |
| Hours | hours |
| Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities] | 16.75 |
| Workshops or seminars [PRESENCIAL][Cooperative / Collaborative Learning] | 8 |
| Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities] | 25 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 50 |
| On-line Activities [AUTÓNOMA][Problem solving and exercises] | 15 |
| Final test [PRESENCIAL][Assessment tests] | 33.25 |
| Final test [PRESENCIAL][Assessment tests] | 2 |
| Global activity | |
| Activities | hours |
| Workshops or seminars [PRESENCIAL][Cooperative / Collaborative Learning] | 8 |
| Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities] | 25 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 50 |
| On-line Activities [AUTÓNOMA][Problem solving and exercises] | 15 |
| Final test [PRESENCIAL][Assessment tests] | 2 |
| Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities] | 16.75 |
| Total horas: 116.75 | |

10. Bibliography and Sources

| Author(s) | Title/Link | Publishing house | Citv | ISBN | Year | Description |
|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------|--------|-------------------|------|-------------|
| Bueno Campos, E. | Curso básico de economía de la empresa: un enfoque de organizacion | Pirámide | Madrid | 978-84-368-1911-3 | 2010 | |
| Claver Cortés, Enrique; Llopis Taverner, Juan; LLoret LLinares, Marcelino; Molina Manchón, Hipólito | Manual de administración de empresas | Civitas | | 84-470-1119-4 | 2009 | |
| Cuervo García, Alvaro | Introducción a la administración de empresas | Thonson-Civitas | | 978-84-470-2867-2 | 2008 | |
| Guarnizo García, J.V. | Ejercicios y casos de administración y dirección de empresas | s.n. | Toledo | 84-95631-38-5 | 2004 | |
| Guarnizo García, J.V. | Introducción a la dirección de empresas | Bremen | Toledo | 94-95631-37-7 | 2004 | |