

**1. General information****Course:** BUSINESS STRATEGY AND HUMAN RESOURCE MANAGEMENT**Code:** 54311**Type:** CORE COURSE**ECTS credits:** 9**Degree:** 319 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (CU)**Academic year:** 2022-23**Center:** 401 - FACULTY OF SOCIAL SCIENCES OF CUENCA**Group(s):** 30**Year:** 2**Duration:** AN**Main language:** Spanish**Second language:****Use of additional languages:****English Friendly:** N**Web site:****Bilingual:** N**Lecturer:** JORGE LINUESA LANGREO - Group(s): 30

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**2. Pre-Requisites**

Not established

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

Not established

**4. Degree competences achieved in this course****Course competences**

Code	Description
E02	Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of a company or organization.
E03	Develop and enhance the ability to establish the planning and organization of any task in a company with the ultimate goal of helping make business decisions.
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.
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.
G02	Ability to understand the ethical responsibility and the code of ethics of professionals working in the field of economics. To know and apply the legislation and recognition of human rights and questions of gender equality.
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**

Assume a social and ethical responsibility in decision making.

To 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.

Understand diversity in terms of people and cultures.

Listen, negotiate, persuade and defend arguments orally or in writing.

Exercise leadership and self-criticism.

**Additional outcomes****6. Units / Contents****Unit 1:****Unit 2:****Unit 3:****Unit 4:****Unit 5:****Unit 6:**



Unit 7:  
Unit 8:  
Unit 9:  
Unit 10:  
Unit 11:  
Unit 12:

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	E02 E03 E04 E10 G02	2	50	N	-	
Class Attendance (practical) [ON-SITE]	Problem solving and exercises	E03 E10 G01 G05	1	25	N	-	
Study and Exam Preparation [OFF-SITE]	Self-study	E10 G01 G02 G03	4.8	120	N	-	
Problem solving and/or case studies [ON-SITE]	Assessment tests	E03 E04 E10 G01 G02	0.52	13	Y	N	
Final test [ON-SITE]	Assessment tests	E03 E04 E10 G01 G02	0.08	2	Y	Y	
Writing of reports or projects [OFF-SITE]	Cooperative / Collaborative Learning	E02 E10 G05	0.6	15	N	-	
<b>Total:</b>			<b>9</b>	<b>225</b>			
<b>Total credits of in-class work: 3.6</b>				<b>Total class time hours: 90</b>			
<b>Total credits of out of class work: 5.4</b>				<b>Total hours of out of class work: 135</b>			

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%	Students are required to do a teoretical and empirical test with several questions
Theoretical papers assessment	30.00%	0.00%	Students are required to solve some cases
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

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:

To apply the ponderations aforementioned, it will be necessary that the student has solved some cases successfully

##### Non-continuous evaluation:

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

#### Specifications for the resit/retake exam:

The continuous assessment marks that the student has obtained throughout the course will be kept in this evaluation.

#### Specifications for the second resit / retake exam:

The evaluation system consists of a final exam which is equal to the 70% of the final mark.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	1
Study and Exam Preparation [AUTÓNOMA][Self-study]	72
Problem solving and/or case studies [PRESENCIAL][Assessment tests]	1
Final test [PRESENCIAL][Assessment tests]	2
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	15
Unit 1 (de 12):	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Unit 2 (de 12):	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Unit 3 (de 12):	



Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
<b>Unit 4 (de 12):</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
<b>Unit 5 (de 12):</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Problem solving and/or case studies [PRESENCIAL][Assessment tests]	3
<b>Unit 6 (de 12):</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Problem solving and/or case studies [PRESENCIAL][Assessment tests]	3
<b>Unit 7 (de 12):</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
<b>Unit 8 (de 12):</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
<b>Unit 9 (de 12):</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
<b>Unit 10 (de 12):</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
<b>Unit 11 (de 12):</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Problem solving and/or case studies [PRESENCIAL][Assessment tests]	3
<b>Unit 12 (de 12):</b>	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Problem solving and/or case studies [PRESENCIAL][Assessment tests]	3
<b>Global activity</b>	
Activities	hours
Problem solving and/or case studies [PRESENCIAL][Assessment tests]	13
Final test [PRESENCIAL][Assessment tests]	2
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	15
Class Attendance (theory) [PRESENCIAL][Lectures]	50
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	25
Study and Exam Preparation [AUTÓNOMA][Self-study]	120
<b>Total horas: 225</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Lorenzo Hernández, Lidia	Administración y dirección de recursos humanos. II : casos p	K&L		978-84-15001-31-7	2010	
Wagner, J.A. y Hollenbeck, J.A.	Comportamiento Organizativo	Thomson		84-9732-245-2	2004	
	Organización de empresas :					



Bueno Campos, Eduardo	estructura, procesos y modelos	Pirámide	978-84-368-2094-2	2007
Claver-Cortés, E.	Los recursos humanos en la empresa : un enfoque directivo	Civitas	978-84-470-0774-5	2001
García-Tenorio, J.	Organización y dirección de empresas	Thomson Paraninfo	84-9732-456-0	2006
Guarnizo, J.V.	Dirección estratégica de recursos humanos	[S. n.]	978-84-691-1760-6	2008
Guarnizo, J.V.	Ejercicios de Administración y Dirección de Empresas	Tébar Flóres		1997
Guarnizo, J.V. y Jiménez, J.J.	Fundamentos de Administración y Dirección de Empresas,	Tébar Flóres		1995
Gómez-Mejía, Luis R.	Dirección y gestión de recursos humanos	Prentice Hall	978-84-205-4356-7	2006
Hernández-Ortiz, M.J.	Casos prácticos de administración y organización de empresas	Pirámide	978-84-368-1508-5	2008
Hernández-Perlines (Coordinador)	Dirección de recursos humanos	s.n.	84-920589-5-1	1999
José Ignacio Galán Zazo	Diseño Organizativo	Thomson	84-9732-516-8	2006
Linuesa-Langreo, J., Ruiz-Palomino, P. Martínez-Cañas, R.	Servant Leadership and Internal Social Capital	Springer Publishing	Nueva York 319-23514-1	2022
	<a href="https://doi.org/10.1007/978-3-319-23514-1">https://doi.org/10.1007/978-3-319-23514-1</a>			