UNIVERSIDAD DE CASTILLA - LA MANCHA
GUÍA DOCENTE

1. General information

Course: BUSINESS MANAGEMENT FUNDAMENTALS

Type: BASIC

Degree: 406 - UNDERGRADUATE DEGREE IN COMPUTER SCIENCE AND ENGINEERING (AB)

Center: 604 - SCHOOL OF COMPUTER SCIENCE AND ENGINEERING (AB)

Year: 1

Main language: Spanish

Use of additional languages:

Web site:

Code: 42304

ECTS credits: 6

Academic year: 2022-23

Group(s): 10 11 12 13

Duration: First semester

Second language: English

English Friendly: Y

Bilingual: N

Lecturer: **VIRGINIA BARBA SANCHEZ** - Group(s): **12**

Building/Office	Department	Phone number	Email	Office hours
ESII / 1.E.1	ADMINISTRACIÓN DE EMPRESAS	8254	virginia.barba@uclm.es	

Lecturer: **ÁNGEL MESEGUER MARTÍNEZ** - Group(s): **10 11 13**

Building/Office	Department	Phone number	Email	Office hours
ESII / 1.E.2	ADMINISTRACIÓN DE EMPRESAS	2565	angel.meseguer@uclm.es	

2. Pre-Requisites

There are no prerequisites.

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

This course provides the student with a first overview of the organizational environment, so it is useful for the professional development of future computer engineers who will have to carry out their activity in this type of business environment. All this in the context of Annex II (section 5) of the Resolution of 8 June 2009 of the General Secretariat of Universities (BOE 04-08-2009), in which the studies of the Graduate in Computer Engineering are included, and following the White Paper on Computer Engineering and the conclusions of the plenary assembly of the Conference of Directors and Deans of Computer Science (CODDI), held in Zaragoza in September 2007.

4. Degree competences achieved in this course

Course competences

Code	Description
BA06	Proper knowledge about the idea of business, administrative possibilities and requirements, and legal obligations. Organization and management of businesses.
INS01	Analysis, synthesis, and assessment skills.
INS02	Organising and planning skills.
INS05	Argumentative skills to logically justify and explain decisions and opinions.
PER01	Team work abilities.
PER04	Interpersonal relationship skills.
SIS03	Autonomous learning.
SIS05	Creativity.
SIS06	Leadership skills.
UCLM03	Accurate speaking and writing skills.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

The achievement of a global vision of the workings of finance areas, production, marketing and human resources.

The achievement of a global vision of the process of running a company, and of the ability to assess different strategic options and make optimal decisions via a rational approach.

Comprehension and assimilation of the concept, functioning and organization of a corporate company, and of how relationships are established between the different sections comprising such companies.

Knowledge of the various (partial or fully) computer-oriented organizational frameworks.

6. Units / Contents

Unit 1: THE FIRM

Unit 2: THE BUSINESSPERSON AND THE HUMAN RESOURCES

Unit 3: THE FIRM ENVIRONMENT

Unit 4: THE COMPETITIVENESS OF THE FIRM

Unit 5: STRATEGIC PLANNING

Unit 6: THE BUSINESS OBJECTIVES
Unit 7: PROJECT MANAGEMENT IN THE FIELD OF PRODUCTION
Unit 8: COMMERCIALIZATION DECISIONS
Unit 9: INVESTMENT AND FINANCE DECISIONS

ADDITIONAL COMMENTS, REMARKS

The classes will be held in Spanish, however the contents will be available in English.

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	BA06	0.6	15	N	-	Attendance to lessons in which relevant organizational concepts aiming to provide students with an overall idea on what an organisation is as well as key aspects in organisational management.
Class Attendance (practical) [ON-SITE]	Practical or hands-on activities	BA06 INS01 INS02	0.42	10.5	N	-	Consolidation of the theoretical concepts through exercises and activities applied to organisations.
In-class Debates and forums [ON-SITE]	Debates	BA06 INS05 SIS05	0.4	10	N	-	Activities focused in the discussion of the acquired knowledge with the aim of fostering critical thinking, analysis skills as well as the justification of opinions.
Writing of reports or projects [OFF-SITE]	Group Work	PER01 PER04 SIS03 SIS05 SIS06 UCLM03	1.5	37.5	Y	N	Group works in which students will arrange their teams to reach a common goal through the joint collaboration, interpersonal relations and leadership skills.
Project or Topic Presentations [ON-SITE]	Combination of methods	INS01 INS02 UCLM03	0.2	5	Y	N	Presentation of assignments based on the use of presentation tools and skills. Discussions on the presented topics will be fostered to let students apply their habilites to argue and defend their opinions.
Computer room practice [ON-SITE]	Combination of methods	INS01 SIS03 SIS05	0.5	12.5	Y	N	Students will use software to analyse organisations and for business management. During these sessions students will apply technical knowledge as well as creativity.
Study and Exam Preparation [OFF-SITE]	Self-study	SIS03	2.1	52.5	N	-	In order to consolidate the concepts reviewed in classes, assignments, etc., students will have to study autonomously the subject contents.
Final test [ON-SITE]	Assessment tests	BA06 INS01 INS05	0.1	2.5	Y	Y	The evaluation allows checking the overall knowledge gained and the consolidation of the fundamentals of business management. It also allows assessing the analysis capacity, written communication and justification of arguments.
Group tutoring sessions [ON-SITE]	Group tutoring sessions	PER01 PER04 SIS06	0.18	4.5	N	-	Tutorships intended to sharing in groups doubts and knowledge.
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
Fieldwork assessment	25.00%	0.00%	Individual and/or team work will be carried out and reports will be provided (INF).
Assessment of activities done in the computer labs	10.00%	0.00%	LAB. Supervision and evaluation of the work done in the laboratory (computer lab) by the student.
Oral presentations assessment	10.00%	0.00%	PRES. Oral presentations will be made, either in person or online (streaming and/or video).
Final test	55.00%	100.00%	ESC. A compulsory theoretical-practical examination or final test will be taken, which will be different in the continuous assessment and not continuous, being more complete in this

		Total:	100.00%	100.00%	second form of assessment.

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:

If a student has handed 50 per cent of the activities or the class period is finalised, the student will evaluated through the continuous evaluation mode with no option to change the evaluation method. No minimum is set for any of the activities in the continuous evaluation. Hence, the subject is passed through an overall grade of at least 50 marks -addition of the weighted marks of each activity-.

Non-continuous evaluation:

To choose this type of evaluation, the student must ask for it explicitly, writing the lecturers before the end of October -approximately mid-semester-. May the student not have asked lecturers by this time, they will have done 50 per cent of the assignments and, thus, they will be in continuous evaluation with no option to change. No minimum grade is required in any part of the subject, so, the subject is passed with an overall grade of at least 50/100 marks.

Specifications for the resit/retake exam:

In this call, the student shall be evaluated according to the non-continuous evaluation criteria. No minimum is established for any of the parts of the non-continuous evaluation, so the course is passed with a global grade of at least 50 points out of 100.

Specifications for the second resit / retake exam:

In this call, students must do the non-continuous evaluation. No minimum grade is required in any part of the subject, so, the subject is passed with an overall grade of at least 50/100 marks.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	**hours**
Final test [PRESENCIAL][Assessment tests]	2.5
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	4.5
Unit 1 (de 9): THE FIRM	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	1
In-class Debates and forums [PRESENCIAL][Debates]	2
Writing of reports or projects [AUTÓNOMA][Group Work]	2
Computer room practice [PRESENCIAL][Combination of methods]	1
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Unit 2 (de 9): THE BUSINESSPERSON AND THE HUMAN RESOURCES	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	1
In-class Debates and forums [PRESENCIAL][Debates]	3
Writing of reports or projects [AUTÓNOMA][Group Work]	5
Project or Topic Presentations [PRESENCIAL][Combination of methods]	.5
Computer room practice [PRESENCIAL][Combination of methods]	3
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Unit 3 (de 9): THE FIRM ENVIRONMENT	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	1.5
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	1.5
In-class Debates and forums [PRESENCIAL][Debates]	3
Writing of reports or projects [AUTÓNOMA][Group Work]	10
Project or Topic Presentations [PRESENCIAL][Combination of methods]	2
Computer room practice [PRESENCIAL][Combination of methods]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Unit 4 (de 9): THE COMPETITIVENESS OF THE FIRM	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	2
In-class Debates and forums [PRESENCIAL][Debates]	1
Writing of reports or projects [AUTÓNOMA][Group Work]	2
Computer room practice [PRESENCIAL][Combination of methods]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Unit 5 (de 9): STRATEGIC PLANNING	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	1
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	2.5
Writing of reports or projects [AUTÓNOMA][Group Work]	8
Computer room practice [PRESENCIAL][Combination of methods]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Unit 6 (de 9): THE BUSINESS OBJECTIVES	
Activities	**Hours**
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	2.5
Writing of reports or projects [AUTÓNOMA][Group Work]	2
Computer room practice [PRESENCIAL][Combination of methods]	1.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Unit 7 (de 9): PROJECT MANAGEMENT IN THE FIELD OF PRODUCTION	

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	1
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	2.5
Writing of reports or projects [AUTÓNOMA][Group Work]	3
Computer room practice [PRESENCIAL][Combination of methods]	1
Study and Exam Preparation [AUTÓNOMA][Self-study]	8

Unit 8 (de 9): COMMERCIALIZATION DECISIONS

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
In-class Debates and forums [PRESENCIAL][Debates]	1
Writing of reports or projects [AUTÓNOMA][Group Work]	5.5
Project or Topic Presentations [PRESENCIAL][Combination of methods]	2.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	6

Unit 9 (de 9): INVESTMENT AND FINANCE DECISIONS

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3.5
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	1.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	4.5

Global activity

Activities	hours
Writing of reports or projects [AUTÓNOMA][Group Work]	37.5
Project or Topic Presentations [PRESENCIAL][Combination of methods]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	52.5
Class Attendance (theory) [PRESENCIAL][Lectures]	15
Final test [PRESENCIAL][Assessment tests]	2.5
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	4.5
Computer room practice [PRESENCIAL][Combination of methods]	12.5
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	10.5
In-class Debates and forums [PRESENCIAL][Debates]	10
Total horas:	150

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Fernández, E.; Junquera, B. y Del Brío, J.A.	Iniciación a los negocios: aspectos directivos.	Paraninfo CENGAGE Learning	Madrid	978-84-9732-664-3	2008	
Gómez Gras, J.M. et al. (Coord.)	Manual de Casos Prácticos para la Creación de Empresas.	McGraw-Hill	Madrid	978-84-481-79919-5	2011	
Laratta, R.	Social Enterprise. Context-Dependent Dynamics in a Global Perspective	InTech	Rijeka	978-953-51-2253-3	2016	
Todorov, K. y Smallbone, D.	Handbook of Research on Strategic Management in Small and Medium Enterprises	IGI Global	Hershey, PA (EE.UU.)	978-14-666-5962-9	2014	
Trapero Arenas, J.R.; García Márquez, F.P. y Pedregal, D.J.	Dirección y Gestión Empresarial	McGraw-Hill	Madrid	9788448190385	2014	
Bak, O. & Stair, N. (Coord.)	Impact of E-Business Technologies on Public and Private Organizations: Industry Comparisons and Perspectives.	IGI Global Business Science Reference (BSR)	Hershey (EE.UU.)	16-096-0501-2	2011	
Junqueras, B. y Del Brío, J.A.	La empresa limpia	Delta Ediciones		978-84-163-8390-0	2018	
Eduardo Pérez Gorostegui; Carlos Cerrada Somolinos	Gestión de empresas informáticas	Editorial Universitaria Ramón Areces		9788480049696	2011	