

**1. General information****Course:** BUSINESS MANAGEMENT FUNDAMENTALS**Type:** BASIC**Degree:** 405 - DEGREE IN COMPUTER SCIENCE ENGINEERING (TA)**Center:** 15 - FACULTY OF SOCIAL SCIENCES AND INFORMATION TECHNOLOGIES**Year:** 1**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 42304**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 60**Duration:** First semester**Second language:** English**English Friendly:** Y**Bilingual:** N**Lecturer:** SANTIAGO GUTIERREZ BRONCANO - Group(s): 60

Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencia Sociales y Tecnologías de la Información / Desp. Vicerrectorado	ADMINISTRACIÓN DE EMPRESAS	926051840	santiago.gutierrez@uclm.es	Wednesday, Thursday and Friday 9.30-11-30. Please confirm in advance by email to santiago.gutierrez@uclm.es

**Lecturer:** CARLOS MARTÍN HERNÁNDEZ - Group(s): 60

Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencia Sociales y Tecnologías de la Información	ADMINISTRACIÓN DE EMPRESAS		Carlos.Martin@uclm.es	

**2. Pre-Requisites**

No prior knowledge is required to take this course.

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

This subject provides the student with a first overview of the organizational field, so it is useful for the professional development of future computer engineers who will have to carry out their activity in these business environments. All this in the context of Annex II (paragraph 5) of the Resolution of 8 June 2009 of the General Secretariat of Universities (BOE 04-08-2009), which postgraduate studies in Computer Engineering, and in accordance with the White Paper on Computer Engineering and the conclusions of the plenary assembly of the Conference of Directors and Deans of (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.

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

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.

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.

**6. Units / Contents****Unit 1: NATURE OF THE COMPANY AND ITS ENVIRONMENT****Unit 2: STRATEGIC MANAGEMENT**

Unit 3: FINANCIAL FUNCTION

Unit 4: HUMAN RESOURCE MANAGEMENT

Unit 5: PRODUCTION FUNCTION AND PROJECT MANAGEMENT

Unit 6: MARKETING

Unit 7: INFORMATION SYSTEM IN COMPANIES

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 INS01 INS02	0.9	22.5	N		Teaching of the subject matter by lecturer (MAG)
Individual tutoring sessions [ON-SITE]		BA06 INS01 INS02 PER04 SIS03	0.18	4.5	N		Individual or small group tutoring in lecturer's office, classroom or laboratory (TUT)
Study and Exam Preparation [OFF-SITE]	Self-study	BA06 INS01 INS02 SIS03	1.8	45	N		Self-Study (EST)
Other off-site activity [OFF-SITE]	Case Studies	BA06 INS01 INS02 INS05 PER01 PER04 SIS03 SIS05 SIS06 UCLM03	0.9	22.5	N		Lab practical preparation (PLAB)
Class Attendance (theory) [ON-SITE]	Problem solving and exercises	BA06 INS01 INS02 INS05 UCLM03	0.42	10.5	Y	N	Worked example problems and cases resolution by the lecturer and the students (PRO)
Writing of reports or projects [OFF-SITE]	Self-study	BA06 INS01 INS02 INS05 SIS03 UCLM03	0.9	22.5	Y	N	Preparation of essays on topics proposed by lecturer (RES)
Workshops or seminars [ON-SITE]	Practical or hands-on activities	BA06 INS01 INS02 INS05 PER01 PER04 SIS03 SIS06 UCLM03	0.6	15	Y	N	Realization of practicals in laboratory /computing room (LAB)
Final test [ON-SITE]	Assessment tests	BA06 INS01 INS02 INS05 UCLM03	0.3	7.5	Y	Y	According to the evaluation modality (EVA)
<b>Total:</b>			<b>6</b>	<b>150</b>			
<b>Total credits of in-class work: 2.4</b>			<b>Total class time hours: 60</b>				
<b>Total credits of out of class work: 3.6</b>			<b>Total hours of out of class work: 90</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
Assessment of activities done in the computer labs	15.00%	0.00%	LAB. Supervision and evaluation of the work done in the laboratory (computer room) 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	50.00%	100.00%	EVA. 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 second form of evaluation.
Theoretical papers assessment	25.00%	0.00%	Non-compulsory activity that can be retaken. To be carried out during the theory/lab sessions by the continuous assesment students. Non-continuous evaluation students will be evaluated with an alternative system.
<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:

In the obligatory activities a minimum of 4 out of 10 must be obtained to consider the activity passed and to be able to pass the course. The evaluation of the activities will be global and, therefore, must be expressed by means of a single mark. If the activity consists of several sections, it can be evaluated individually by informing in writing at the beginning of the course about the evaluation criteria of each section. In the case of recoverable activities, there is an alternative evaluation test in the extraordinary call.

The final test will be common to all the theory/laboratory groups of the subject and will be graded by the teachers of the subject in a horizontal way, that is, each part of the final test will be evaluated by the same teacher for all the students.

The student passes the course if he/she obtains a minimum of 50 points out of 100 with the evaluations of each evaluation activity and passes all the obligatory activities.

For students who do not pass the course in the ordinary call, the qualification of the activities passed will be kept for the extraordinary call. In the case of recoverable activities that have been passed, the student may apply for the alternative evaluation of those activities in the extraordinary call and, in this case, the final mark of the activity will correspond to the last mark obtained.

The grade of the activities passed in any call, except the final test, will be kept for the next academic year at the student's request, as long as it is equal to or higher than 5 and the training activities and the evaluation criteria of the course are not modified in the next academic year.

Non-appearance at the final test will result in the grade of "Not presented". If the student has not passed any compulsory assessment activity, the final mark in the course cannot exceed 4 out of 10.

##### Non-continuous evaluation:

Students who are unable to attend training activities on a regular basis may apply at the beginning of the semester for the non-continuous assessment mode. Similarly, if a student who is undergoing continuous assessment incurs any circumstance that prevents her/him from regularly attending the classroom-based training activities, she/he may renounce the accumulated mark in continuous assessment and apply for the non-continuous assessment mode. In this case, the student must be notified before the date scheduled for the tests in the ordinary call.

Students who take the non-continuous assessment mode will be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences), through the assessment systems indicated in the column "Non-continuous assessment". The assessment of the activities through each evaluation system will be global and, therefore, must be expressed by means of a single mark. If the activity consists of several sections, each section may be evaluated separately provided students are informed in writing of this evaluation criterion at the beginning of the semester. In order to qualify for this type of evaluation, the student must expressly waive continuous assessment following the procedure established for this purpose. There are no minimums for any part of the non-continuous assessment, so the course is passed with an overall mark of at least 50 points out of 100.

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

In this call, the marks of the practical activities of the ordinary call are not kept, and the student must again make the corresponding evaluation, in this call, to the non-continuous evaluation. No minimum marks are established for any of the parts of the non-continuous evaluation, so the course is passed with an overall mark of at least 50 points out of 100.

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

In this call, the student must carry out the evaluation corresponding to the non-continuous evaluation. In this call, the student must carry out the evaluation corresponding to the non-continuous evaluation. No minimums are established for any of the parts of the non-continuous evaluation, so the course is passed with an overall mark of at least 50 points out of 100.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Individual tutoring sessions [PRESENCIAL][ ]	4.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	45
Other off-site activity [AUTÓNOMA][Case Studies]	22.5
Class Attendance (theory) [PRESENCIAL][Problem solving and exercises]	2
Writing of reports or projects [AUTÓNOMA][Self-study]	22.5
Workshops or seminars [PRESENCIAL][Practical or hands-on activities]	15
Final test [PRESENCIAL][Assessment tests]	7.5
<b>General comments about the planning:</b> The subject is taught in 3 x 1.5 hour sessions per week	
Unit 1 (de 7): NATURE OF THE COMPANY AND ITS ENVIRONMENT	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (theory) [PRESENCIAL][Problem solving and exercises]	1
Unit 2 (de 7): STRATEGIC MANAGEMENT	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (theory) [PRESENCIAL][Problem solving and exercises]	1
Unit 3 (de 7): FINANCIAL FUNCTION	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4.5
Class Attendance (theory) [PRESENCIAL][Problem solving and exercises]	2.5
Unit 4 (de 7): HUMAN RESOURCE MANAGEMENT	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (theory) [PRESENCIAL][Problem solving and exercises]	1
Unit 5 (de 7): PRODUCTION FUNCTION AND PROJECT MANAGEMENT	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (theory) [PRESENCIAL][Problem solving and exercises]	2
Unit 6 (de 7): MARKETING	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (theory) [PRESENCIAL][Problem solving and exercises]	1
Unit 7 (de 7): INFORMATION SYSTEM IN COMPANIES	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (theory) [PRESENCIAL][Problem solving and exercises]	2
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	22.5
Individual tutoring sessions [PRESENCIAL][ ]	4.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	45
Other off-site activity [AUTÓNOMA][Case Studies]	22.5
Class Attendance (theory) [PRESENCIAL][Problem solving and exercises]	12.5
Writing of reports or projects [AUTÓNOMA][Self-study]	22.5
Workshops or seminars [PRESENCIAL][Practical or hands-on activities]	15
Final test [PRESENCIAL][Assessment tests]	7.5
<b>Total horas: 152</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Pérez Gorostegui, Eduardo	Casos prácticos de introducción a la economía de la empresa	Centro de Estudios Ramón Areces,		978-84-8004-944-3	2009	
Pérez Gorostegui, Eduardo	Curso de introducción a la economía de la empresa /	Centro de Estudios Ramón Areces		978-84-8004-901-6	2009	
Navas López, José Emilio	Fundamentos de dirección estratégica de la empresa /	Civitas-Thomson Reuters,		978-84-470-4038-4	2012	