

**1. General information****Course:** BUSINESS MANAGEMENT**Type:** CORE COURSE**Degree:** 2338 - MASTERS DEGREE PROGRAMME IN INDUSTRIAL ENGINEERING (AB)**Center:** 605 - SCHOOL OF INDUSTRIAL ENGINEERS. AB**Year:** 2**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 310631**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 10**Duration:** First semester**Second language:** English**English Friendly:** Y**Bilingual:** N**Lecturer:** PEDRO MANUEL GARCIA VILLAVERDE - Group(s): 10

Building/Office	Department	Phone number	Email	Office hours
Edificio Jurídico-Empresarial 2.07	ADMINISTRACIÓN DE EMPRESAS	926053565	pedro.gvillaverde@uclm.es	Las tutorías se comunicarán al comienzo de curso en Campus Virtual

**Lecturer:** GLORIA PARRA REQUENA - Group(s): 10

Building/Office	Department	Phone number	Email	Office hours
Edificio Jurídico-Empresarial 1.04	ADMINISTRACIÓN DE EMPRESAS	926053159	gloria.parra@uclm.es	Las tutorías se comunicarán al comienzo de curso en Campus Virtual

**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
A01	To have appropriate knowledge of the scientific and technological aspects of mathematical, analytical and numerical methods in engineering, electrical engineering, energy engineering, chemical engineering, mechanical engineering, continuous medium mechanics industrial electronics, automation, manufacturing, materials, quantitative management methods, industrial computing, town planning, infrastructures, etc.
A03	To lead, plan and supervise multidisciplinary teams.
A06	To manage the technical and economic aspects of projects, installations, plants, companies and technology centres.
A07	To exercise functions of general, technical and R&D Project management in plants, companies and technology centres.
A12	Knowledge, understanding and capacity to apply the required legislation in the industrial engineering profession
C01	Ability to organise and manage human resources. Knowledge of occupational risk prevention.
C02	Knowledge and skills for integrated project management.
C03	Ability to manage research, development and technological innovation.
C04	Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.
C08	Have the learning skills which allow to continue studying in a self-directed or autonomous way
CB06	Knowledge and skills to organise and manage enterprises.
CB07	Strategy and planning knowledge and skills applied to different organisational structures.
CB08	Knowledge of commercial and labour law.
CB09	Knowledge of financial and costs accounting.

**5. Objectives or Learning Outcomes****Course learning outcomes****Description**

To understand how companies are set up, how is the operation, the organization and the relationships between the different areas that make them up. Achieve a comprehensive vision of the company's management process, as well as being able to evaluate different strategic options and make optimal decisions with a rational procedure.

**Additional outcomes****6. Units / Contents****Unit 1: Strategic management of the firms****Unit 2: The objectives of the firms****Unit 3: Analysis of the competitive environment****Unit 4: Internal company analysis****Unit 5: Strategies and competitive advantages****Unit 6: Firm development**

**Unit 7: Evaluation and firm control**
**Unit 8: Business plan**
**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	A01 A03 A06 A07 C01 C02 C03 C04 C08	1.2	30	N	-	
Class Attendance (practical) [ON-SITE]	Problem solving and exercises	A03 A06 A07 A12 C01 C02 C03 C04 C08	1	25	Y	N	
Other off-site activity [OFF-SITE]	Guided or supervised work	A01 A03 A06 A07 A12 C01 C02 C03 C04 C08	0.6	15	Y	N	
Writing of reports or projects [OFF-SITE]	Self-study	A01 A03 A06 A07 A12 C01 C02 C08	0.6	15	N	-	
Study and Exam Preparation [OFF-SITE]	Self-study	A01 A07 A12 C01 C02 C08	2.4	60	N	-	
Final test [ON-SITE]	Assessment tests	A01 A03 A06 A07 A12 C01 C02 C03 C04 C08	0.2	5	Y	Y	
<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
Final test	70.00%	100.00%	
Assessment of problem solving and/or case studies	20.00%	0.00%	
Projects	10.00%	0.00%	
<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).

**9. Assignments, course calendar and important dates**

Not related to the syllabus/contents	
<b>Hours</b>	<b>hours</b>
Class Attendance (theory) [PRESENCIAL][Lectures]	30
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	25
Other off-site activity [AUTÓNOMA][Guided or supervised work]	2
Writing of reports or projects [AUTÓNOMA][Self-study]	30
Study and Exam Preparation [AUTÓNOMA][Self-study]	60
Final test [PRESENCIAL][Assessment tests]	3
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
Other off-site activity [AUTÓNOMA][Guided or supervised work]	2
Writing of reports or projects [AUTÓNOMA][Self-study]	30
Study and Exam Preparation [AUTÓNOMA][Self-study]	60
Final test [PRESENCIAL][Assessment tests]	3
Class Attendance (theory) [PRESENCIAL][Lectures]	30
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	25
<b>Total horas: 150</b>	

**10. Bibliography and Sources**

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
José María Gómez Gras (coord.) Varios: García Villaverde, P.M.	Manual de casos sobre creación de empresas en España	McGraw-Hill	España	978-84-481-7991-5	2011	Caso: Creación de SERCAMPO: detección y reorientación de una oportunidad en un contexto de cambio; Pablo Ruiz Palomino, Job Rodrigo Alarcón, Miller del Pilar Valencia de Lara, Pedro Manuel García Villaverde
Trapero, Juan. R.; García, Fausto						

P. y Pedregal Diego J.	Dirección y gestión empresarial <a href="http://www.mcgraw-hill.es/html/8448190386.html">http://www.mcgraw-hill.es/html/8448190386.html</a>	McGraw-Hill	978-84-481-9038-5	2014	
García Márquez, Fauto P.	Dirección y Gestión de la producción: Una Aproximación mediante la simulación	Marcombo	978-607-707-615-5	2013	
González Domínguez, F.J.	Creación de Empresas. Guía del emprendedor	Pirámide	Madrid	2012	
Guerras Martín, Luis Ángel; Navas López, José Emilio	Casos de dirección estratégica de la empresa (5ª ed)  <a href="http://www.guerrasynavas.com/casos_presentacion_5ed.htm">http://www.guerrasynavas.com/casos_presentacion_5ed.htm</a>	Civitas Thompson- Reuters	Pamplona	2014	
Moreno, M.C. y Paredes, R.	Fiscalidad individual y empresarial. Ejercicios resueltos	Civitas		2010	
Navas López, J.E. y Guerras Martín, L.A.	Fundamentos de Dirección Estratégica de la Empresa (2ª ed)  <a href="http://www.guerrasynavas.com/fde_presentacion.htm">http://www.guerrasynavas.com/fde_presentacion.htm</a>	CIVITAS- Thompson Reuters	Pamplona 978-84-9135-800-8	2016	Manual principal de la materia
Pérez, J., Quintas, J. y Sánchez, J.	Introducción al Sistema Tributario Español	CEF		2011	