



UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

1. General information

Course: BUSINESS MANAGEMENT

Type: BASIC

Degree: 385 - DEGREE IN TELECOMMUNICATIONS TECHNOLOGY ENGINEERING

Center: 308 - SCHOOL POLYTECHNIC OF CUENCA

Year: 1

Main language: Spanish

Use of additional languages:

Web site: <https://campusvirtual.uclm.es>

Code: 59614

ECTS credits: 6

Academic year: 2023-24

Group(s): 30

Duration: First semester

Second language:

English Friendly: Y

Bilingual: N

Lecturer: JORGE LINUESA LANGREO - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
Facultad de CC. Sociales/ Despacho 3.5	ADMINISTRACIÓN DE EMPRESAS	969179100 (Ext. 4239)	jorge.linuesa@uclm.es	The updated tutorial timetable can be consulted in the virtual secretary's office.

2. Pre-Requisites

Not established

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

This course aims to provide students with a basic conceptual framework that allows them to understand the management process in organizations. The content and methodology is oriented to the improvement of the competences of the student such as the ability to make decisions, organization and planning, oral and written communication, teamwork, search and analysis of information, autonomous learning, critical thinking, work in diverse environments and strategic attitude for change. It is also intended that the student deepens the implications of the characteristics of companies in the telecommunications sector and the link between the company and the environment.

4. Degree competences achieved in this course

Course competences

Code	Description
E05	Adequate knowledge of the company's concept, institutional and legal framework Organising and managing companies.
G02	Correct, oral and written, communication skills.
G06	Knowledge of basic subjects and technologies, enabling students to learn new methods and technologies, as well as providing great versatility to adapt to new situations
G11	Knowing and applying basic elements of economics and human resources management, organisation and planning of projects, as well as legislation, regulation and standardisation in telecommunications
G12	The ability to work in a multidisciplinary group and in a multilingual environment and to communicate, both in writing and orally, knowledge, procedures, results and ideas related to telecommunications and electronics
G13	The ability to look for and understand information, whether technical or commercial in different sources, to relate and structure it to integrate ideas and knowledge. Analysis, synthesis and implementation of ideas and knowledge.
G14	Leadership for the treatment of conflicts and abilities in negotiation and personal relationships, as well as to recognize and respect diversity and multiculturalism.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

Understanding of the operations management process and use of different techniques and tools available to make tactical and strategic decisions.
Understanding about what is a company and its operation, legal dimension, organization and internal relations.
Analysis and interpretation of the environment and understanding of business competitiveness factors.
Understanding the incidence of ICTs (Information and Communication Technologies) in the company and their application in the organizational design.
Correct use of oral and written expression to convey ideas, technologies, results, etc.
Understanding of the economic and business aspects of all types of ICT facilities.
Use of ICT to achieve the specific objectives set in the subject.

6. Units / Contents

Unit 1: Concept, legal nature, structure and organization of the company

Unit 1.1

Unit 1.2

Unit 1.3

Unit 1.4

Unit 1.5

Unit 2: Strategic analysis of the environment: the telecommunications sector

Unit 2.1

Unit 2.2

Unit 2.3

Unit 2.4

Unit 2.5

Unit 3: Management and decision-making process in the company

Unit 3.1

Unit 3.2

Unit 3.3

Unit 3.4

Unit 3.5

Unit 3.6

Unit 3.7

Unit 4: Operations system management

Unit 4.1

Unit 4.2

Unit 4.3

Unit 4.4

Unit 4.5

Unit 5: Human resources management

Unit 5.1

Unit 5.2

Unit 5.3

Unit 5.4

Unit 5.5

Unit 6: ICT (Information and Communication Technologies) in organizational design and the company

Unit 6.1

Unit 6.2

Unit 6.3

Unit 7: Management and treatment of economic and business aspects in ICT facilities

Unit 7.1

Unit 7.2

Unit 7.3

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	E05 G02 G06 G11	1.2	30	N		In the master classes, the teacher (1) will expose to all the students the main objectives and content of the corresponding teaching unit, and (2) comment on the recommended bibliography and the basic material to prepare and complete the topic.
Class Attendance (practical) [ON-SITE]	Lectures	E05 G02 G06 G11	0.4	10	N		During the teaching period, the teacher will go solving cases and practices related to the theme of subject
Problem solving and/or case studies [ON-SITE]	Problem solving and exercises	E05 G02 G12	0.2	5	Y	N	They will be selected from the part practice contained in the various agenda several exercises or cases to do in class where they will be raised problems to solve. The note of the continuous evaluation will be kept and in those cases in which the works have not been delivered, an extraordinary term will be opened for their delivery so that they can be considered in the final grade.
Project or Topic Presentations [ON-SITE]	Individual presentation of projects and reports	E05 G02 G06 G11 G12 G13 G14	0.28	7	Y	N	During the teaching period the student who present the different jobs that are required will raise the note as it is explained in the evaluation criteria point.
Computer room practice [ON-SITE]	Guided or supervised work	E05 G02 G06 G11 G12 G13 G14	0.24	6	N		Practices to be solved in the Classroom and / or in the Computer Room.
Final test [ON-SITE]	Assessment tests	E05 G02 G06 G11 G12 G13 G14	0.08	2	Y	Y	Carrying out a test on the thematic content developed throughout of the period. A retake exercise will be celebrated.
Study and Exam Preparation [OFF-SITE]	Self-study	E05 G02 G06 G11 G12 G13 G14	2.24	56	N		Preparation of the subject

Writing of reports or projects [OFF-SITE]	Group Work	E05 G02 G06 G11 G12 G13 G14	1.36	34	Y	N	Preparation of a group project based on a topic included in the subject applied to a company in the telecommunications sector. In view of the extraordinary call, an extraordinary term will be opened for its delivery and recovery.
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
Theoretical exam	60.00%	60.00%	It is made up of various questions of a theoretical and practical nature. To pass this test it is necessary to obtain a minimum of 4.0 out of 10.
Assessment of problem solving and/or case studies	20.00%	20.00%	Some exercises and cases will be selected from the practical part contained in the agenda to be carried out in the Classroom and / or the Computer Room and / or through the Virtual Campus Moodle platform.
Theoretical papers assessment	10.00%	20.00%	Students will be grouped into teams of maximum 2-3 people. Each team will be assigned a theme specific research to develop the work. This topic will be generally related to a certain point of the content of the subject that has been taught in class. The works will be presented in writing following a previously established format.
Oral presentations assessment	10.00%	0.00%	The work that has been done as a team will be presented in a coordinated way by the team to the others mates.
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:

60% exam; 20% problems or cases resolution; 10% theoretical work, and 10% oral presentation.

Non-continuous evaluation:

60% exam; 20% Resolution of problems and cases, and 20% resolution of theoretical works with or without group according to possibilities

Specifications for the resit/retake exam:

The note of the continuous evaluation will be kept and in those cases in which the works have not been delivered, an extraordinary term will be opened for their delivery so that they can be considered in the final grade.

Specifications for the second resit / retake exam:

The same as for the resit/retake exam.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	7
Final test [PRESENCIAL][Assessment tests]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	56
Writing of reports or projects [AUTÓNOMA][Group Work]	34
General comments about the planning: The development of this teaching guide and the planning (sequence, calendar, milestones, temporary investment) carried out is subject to possible modifications throughout the course that will be communicated in face-to-face sessions, and / or through the Moodle platform	
Unit 1 (de 7): Concept, legal nature, structure and organization of the company	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Class Attendance (practical) [PRESENCIAL][Lectures]	1
Teaching period: Weeks: 1-2	
Unit 2 (de 7): Strategic analysis of the environment: the telecommunications sector	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Class Attendance (practical) [PRESENCIAL][Lectures]	2
Computer room practice [PRESENCIAL][Guided or supervised work]	1
Teaching period: Weeks: 3-4	
Unit 3 (de 7): Management and decision-making process in the company	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Lectures]	2

Problem solving and/or case studies [PRESENCIAL][Problem solving and exercises]	1
Computer room practice [PRESENCIAL][Guided or supervised work]	2
Teaching period: Weeks: 5-6	
Unit 4 (de 7): Operations system management	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Class Attendance (practical) [PRESENCIAL][Lectures]	2
Problem solving and/or case studies [PRESENCIAL][Problem solving and exercises]	1
Computer room practice [PRESENCIAL][Guided or supervised work]	2
Teaching period: Weeks: 7-8	
Unit 5 (de 7): Human resources management	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Class Attendance (practical) [PRESENCIAL][Lectures]	1
Problem solving and/or case studies [PRESENCIAL][Problem solving and exercises]	1
Computer room practice [PRESENCIAL][Guided or supervised work]	1
Unit 6 (de 7): ICT (Information and Communication Technologies) in organizational design and the company	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (practical) [PRESENCIAL][Lectures]	1
Problem solving and/or case studies [PRESENCIAL][Problem solving and exercises]	1
Teaching period: Weeks: 11-12	
Unit 7 (de 7): Management and treatment of economic and business aspects in ICT facilities	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (practical) [PRESENCIAL][Lectures]	1
Problem solving and/or case studies [PRESENCIAL][Problem solving and exercises]	1
Teaching period: Weeks: 13	
Global activity	
Activities	hours
Computer room practice [PRESENCIAL][Guided or supervised work]	6
Study and Exam Preparation [AUTÓNOMA][Self-study]	56
Class Attendance (theory) [PRESENCIAL][Lectures]	30
Writing of reports or projects [AUTÓNOMA][Group Work]	34
Class Attendance (practical) [PRESENCIAL][Lectures]	10
Problem solving and/or case studies [PRESENCIAL][Problem solving and exercises]	5
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	7
Final test [PRESENCIAL][Assessment tests]	2
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Heizer, J.; Render, B.	Dirección de la producción y de operaciones:decisiones estratégicas	Pearson Educación	Madrid	978-84-9035-287-8	2015	The goal of this book is to present a broad introduction to the field of operations in a practical and realistic manner.
Osterwalder, A. y Pigneur, Y.	Business model generation : a handbook for visionaries, game changers, and challengers	Hoboken	New Jersey	978-0-470-87641-1	2010	Company management Strategic planning
Robbins, S.P; DeCenzo, D. A. y Coulter, M.	Fundamentals of management: essential concepts and applications	Pearson Education Limited	Harlow	978-93-325-7412-0	2014	Business management Personal management Organizational effectiveness
Gómez-Mejía, J.L., Balkin, D, y Cardy, R.	Dirección y Gestión de Recursos Humanos	Pearson Educación	Madrid	978-84-797-8708-0	2006	Competencies in human resources management for business management. In this work tries to offer, from the perspective of the theoretical and practical principles that support every business unit, a global vision of the content of Business Administration.
Claver, E.; Llopis, J.; Lloret, M. y Molina, H.	Manual de Administración de Empresas	Civitas	Madrid	978-84-470-1119-3	2009	Company direction and strategy. Complete, systematized and updated vision of how to make decisions in the company to achieve competitive success.
Guerras Martín, L.A. y Navas López, J. E.	La dirección estratégica de la empresa. Teoría y aplicaciones	Thomson-Reuters Civitas	Cizur Menor	978-84-470-5334-6	2015	