



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Management
Subject code	E000009488
Main program	Bachelor's Degree in Law
Involved programs	Grado en Derecho (E-1) [Fourth year]
Credits	3,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	Rafael Vara
Schedule	Consultar a tal efecto los horarios de los diferentes grupos y titulaciones en los que se imparte.
Office hours	Solicitar cita previa por email
Course overview	As its name suggests, Business Management is an introductory subject to Business Administration and Management. In this course you will study what a company is and its core values. Moreover, you will carefully analyze the production subsystem and economic factors of any given business. During the semester, special emphasis on environment, competitors, strategy planning and control will be made in an effort to teach students how to understand business.

Teacher Information	
Teacher	
Name	Braulio Pareja Cano
Department	Department of Industrial Organization
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
After having taken Business Management, the student will understand the main features of a company, including the reason behind its existence, the role it plays in society, and its organization. He/she should also have a clear understanding of the challenges that the present-day business environment represents for Management and Business Administration.
Prerequisites
None

Competencies - Objectives
Competences



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Syllabus
2025 - 2026

GENERALES		
CGI03	Capacidad de análisis y síntesis. Comprender y estructurar adecuadamente los conocimientos que se adquieren	
	RA1	Comprende y asimila conceptos y razonamientos, extrayendo la información relevante y relacionando adecuadamente las diferentes partes de que puede constar
	RA2	Conecta lo aprendido en el plano teórico con los problemas prácticos que plantea el ejercicio de la profesión
CGI04	Habilidad para la gestión de la información: obtención, análisis y recuperación de información proveniente de fuentes diversas	
	RA1	Utiliza las TIC de forma eficiente para la obtención y gestión de información
	RA2	Conoce y maneja las metodologías y técnicas específicas de recogida y tratamiento de la información en el área de estudio
CGS11	Capacidad de aprender, autonomía en el aprendizaje, aprender a aprender como parte de un proceso permanente	
	RA1	Busca y utiliza adecuadamente los instrumentos que le permitan mejorar su aprendizaje y tener autonomía a la hora de profundizar o ampliar su conocimiento
	RA2	Asimila el aprendizaje como proceso permanente de actualización y mejora que exige estar al día de los cambios
ESPECÍFICAS		
CEA04	Conocimiento de los principios, conceptos y valores de las distintas áreas de conocimiento	
	RA1	Conoce las principales teorías sobre la empresa y sobre la organización, siendo capaz de explicar y analizar su contribución al conocimiento de la empresa y de su funcionamiento
	RA2	Comprende el significado de la dirección empresarial y de las funciones que integran la actividad directiva
	RA3	Identifica y valora críticamente prácticas de dirección y gestión empresarial significativas en casos reales

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks	
TOPIC 1: The Firm	
Subject 1: Vision and mission of the firm	
TOPIC 2: The environment of the enterprise	
Subject 2: The Internal Audit and Main Functional Areas	
Subject 3: The External Audit	
TOPIC 3: Fundamentals of strategy. Ethics and Social Corporate Responsibility.	
Subject 4: Strategy Design	



Subject 5: Strategy Implementation

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

David, F. R., & David, F. R. (2017). Strategic management: Concepts and cases: A competitive advantage approach. Pearson. 16th Edition

Complementary Bibliography

Management. Robbins y Coulter. Editorial Pearson, 2014.

TEACHING METHODOLOGY

General methodological aspects of the subject

In-class Methodology: Activities

AF1. Magister lessons in which the Professor will present the main concepts in a clear, structured, and motivating way, frequently through the use of audiovisual material.

CGI03

AF2.Classes with Active Participation. Lectures in which the Professor explains basic concepts and in which students are expected to discuss and debate conflictive or unclear points. The Professor will include dynamic presentations and require students to participate either

spontaneously or having had previously prepared written answers.

CGI04

AF6. Case studies stemming from a brief Reading by the Professor, which will enable the students to apply the knowledge they have acquired and hone their debate skills. The case studies will be based on a selection of materials specifically geared toward the subject matter,

enabling the student to acquire the proper reflexes to both confront and solve problems. Teamwork is suggested.

CGS11

AF7. Student presentations. Presentation and defense of a particular topic. May be either individual or group. Evaluations will be based on conceptual organization, mastery of the subject, clarity, order of the different stages and, in the case of group presentations, active

collaboration of each of the team members.

CGI03, CGS11

Non-Presential Methodology: Activities

AF8. Individual study and further documentation which the student will carry out in order to understand, elaborate and retain material of a scientific nature, enabling him/her to apply it in his/her professional career. Individual reading (bibliography) and notes of all kind (books, magazines, the press, Internet publications, reports...) related to the

subject material may be used. Students may find related material and documentation on the University website.

CGI03, CGI04



AF11. Academic tutoring may be carried out either individually or in small groups in order to 1) solve any problems which may have arisen

during the course and/or 2) observe the student's/student's understanding of the material studied.

AF12. Theme investigation. Learning procedure among team members which requires research, cooperation and the sharing of information in order to reach a common goal. Individual goals are met if

and only if the other team members meet their goals as well.

CGI03

CGI03, CGI04

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Lección Magistral	Clases prácticas
20.00	10.00
NON-PRESENTIAL HOURS	
Estudio y relación de las lecciones magistrales	Preparación de la resolución de los casos prácticos y trabajos dirigidos
20.00	25.00
ECTS CREDITS: 3,0 (75,00 hours)	

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Final Exam	Students should be able to answer clearly and precisely different sorts of questions	55 %
Evaluation of group business case	Group business case in which will be evaluated the analysis of information, the structure, the speaking presentation and the final reflections on the case	20 %
Evaluation of business cases	Participation during case studies discussion and analytical and problem-solving skills connected to such case studies.	20
Participation in lectures	Active participation during lectures	5



Ratings

ORDINARY CALL

Final grade will be composed of:

- a. Final exam (55%)
- b. Continuous evaluation (45%)

EXTRAORDINARY CALL:

- a. Students that failed the final examen during the ordinary call: Extraordinary final exam = 55%
- b. Students that failed the continuous evaluation: Presentation of specific essays assigned by the professor to compensate the gap.
- c. Student that failed both evaluation parts: Extraordinary final exam (50%) + Individual written essay (30%) + Public defense of the essay (20%)

Use of Artificial Intelligence in the Fundamentals of Business Management course: Level 2-AI Planning. This level authorizes the use of Artificial Intelligence tools exclusively in initial phases of academic work, such as idea generation, planning, structuring and preliminary information search. AI-generated content is not allowed to be directly incorporated into the final version of assignments or assessments without a process of personal re-elaboration. We seek the intellectual autonomy of the student, through the responsible use of AI.

The student can use tools such as ChatGPT, Scholar AI or LMnotebook to perform bibliographic searches - AI can be used to make outlines, generate questions, organize content, synthesize concepts and facilitate reflection. However, the final development of the tasks should be done individually and autonomously. The final refinement and argumentation will depend exclusively on each student.

Very important: the student must include a detailed record of the use of AI specifying the tool used, the prompts and above all his autonomous contribution to the work done. Fraudulent use of AI by the student will be penalized. The student is obliged to document exhaustively the use of AI, indicating: 1. The prompts or instructions used. 3. The specific sections of the work where these tools were used. Free and uncontrolled use is not allowed: the student maintains full responsibility for the quality, originality and academic validity of his/her work.

AI-generated text may not be incorporated directly into the final evaluated work. AI in this course is a support tool, but not a substitute for the student's own academic production.

Any fraudulent or undeclared use of artificial intelligence will be considered a serious breach of academic honesty. In these cases, the disciplinary regime of the center will be applied, which may involve; grade of "fail" in the activity concerned and / or loss of the right to recovery in that call.



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