



## TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Management
Subject code	FCEE-BA-121
Main program	<a href="#">Grado en Análisis de Negocios/Business Analytics</a>
Involved programs	Grado en Análisis de Negocios/Business Analytics y Grado en Relaciones Internacionales [First year] Grado en Análisis de Negocios/Business Analytics y Grado en Derecho [First year] Grado en Ingeniería en Tecnologías de Telecom. y Grado en Análisis de Negocios/Business Analytics [First year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Compulsory
Department	Departamento de Gestión Empresarial
Coordinator	Laura Gismera Tierno
Schedule	For this purpose, consult the timetables of the different groups and degrees in which it is taught
Office hours	Request a tutorial in advance by email
Course overview	To introduce students to the world of the company, its organization and functional areas, and to the essence of its relations with the environment. Understanding the company as an open system, we reflect on the keys to its existence, its functioning, its analysis from the economic point of view and the singularities of different types of companies. The main aspects of business management will also be discussed, such as relations with the environment, the importance of the figure of the entrepreneur, decision making in the different functional areas, the fundamentals of business competitiveness, objectives, planning, organization and control. Making decisions in a different way. The change in decision-making processes associated with Big Data: the use of real-time analytics. Presentation and use of different data analytics tools (or combinations of several of them) oriented to information visualization.

Teacher Information	
<b>Teacher</b>	
Name	Noemi Pérez-Macías Martín
Department	Departamento de Gestión Empresarial
Office	Alberto Aguilera 23 [Despacho- La pradera] Extensión: 3218
E-Mail	nperezmacias@icade.comillas.edu
<b>Teacher</b>	
Name	Riccardo Ciacci
Department	Departamento de Gestión Empresarial
Office	Alberto Aguilera 23
E-Mail	rciacci@icade.comillas.edu



Phone

2474

## SPECIFIC DATA OF THE SUBJECT

### Contextualization of the subject

#### Contribution to the professional profile of the degree

After taking the Business Management course, the student will be able to understand what a company is, what its *raison d'être* is, what role it plays in society and how it is organized. They will also be able to understand the steps involved in the formulation, implementation, evaluation, and control of strategies.

In order to be able to carry out the formulation, implementation, evaluation, and control of strategies, the student will acquire the necessary capacity to analyze the company internally and externally. This will allow him/her to detect the company's main strengths and weaknesses, as well as the threats and opportunities it faces in the market, facilitating the establishment of SMART objectives and the implementation of appropriate strategies to achieve them.

After the course, students will be able to understand one of the main evaluation and control tools used by a large percentage of companies for the evaluation and control of objectives. Likewise, students will learn the importance of ethical, social responsibility, and sustainability aspects in all processes of formulation, implementation, evaluation, and control.

Finally, the student will be able to demonstrate all the knowledge acquired through the elaboration of a business plan based on the Business Model Canvas in which all the concepts applied throughout the course will be taken into account.

Note: The student will be able to see the importance of business analytics in each and every aspect surrounding a company.

#### Prerequisites

None

### Competencies - Objectives

#### Competences

##### GENERALES

<b>CG04</b>	Capacidad para elaborar proyectos e informes de manera oral y escrita, difundiendo estas ideas a través de canales digitales	
	<b>RA1</b>	Es capaz de buscar y analizar información procedente de fuentes diversas, haciendo un uso eficaz de las herramientas digitales
	<b>RA2</b>	Discierne el valor y la utilidad de diferentes fuentes y tipos de información, contrastándolas, analizándolas críticamente e incorporando valoraciones propias.
	<b>RA3</b>	Incorpora la información a su propio discurso, citando adecuadamente las fuentes que utiliza
<b>CG06</b>	Habilidades interpersonales en la sociedad de la información: escuchar, argumentar y debatir	



	<b>RA1</b>	Utiliza el diálogo para colaborar y generar buenas relaciones, escuchando las opiniones de los demás y estableciendo diálogos constructivos
	<b>RA2</b>	Comunica sus ideas de manera efectiva y argumentada
<b>CG08</b>	Capacidad crítica y autocrítica en la sociedad de la información	
	<b>RA3</b>	Es capaz de construir un discurso propio, en un contexto de intercambio de opiniones.
<b>CG09</b>	Compromiso ético en la sociedad de la información	
	<b>RA1</b>	Persigue la excelencia en las actuaciones profesionales
	<b>RA2</b>	Se preocupa por las consecuencias que su actividad y su conducta pueden tener para los demás
	<b>RA3</b>	Incorpora en su discurso y en sus propuestas de actuaciones, las consecuencias que las mismas pueden tener para los distintos stakeholders de una organización global
<b>CG11</b>	Capacidad para aprender y trabajar autónomamente en la sociedad de la información	
	<b>RA1</b>	Es capaz de recopilar, preparar y ampliar información con carácter previo a su participación en actividades que implican la construcción de un discurso propio argumentado o la propuesta de soluciones innovadoras a un problema
	<b>RA2</b>	Realiza sus trabajos y su actividad necesitando sólo unas indicaciones iniciales y un seguimiento básico, poniendo en práctica las habilidades necesarias para la investigación independiente
	<b>RA3</b>	Busca y encuentra recursos adecuados para sostener sus actuaciones y realizar sus trabajos
<b>ESPECÍFICAS</b>		
<b>CE02</b>	Conocer y comprender los determinantes básicos de la dirección de empresas, tales como la planificación de objetivos y actividades, su organización y control, sus áreas funcionales y las relaciones con el entorno, así como reconocer la función de liderazgo que el directivo ejerce en la definición y gestión de los mismos.	
	<b>RA1</b>	Conoce diferentes argumentos y perspectivas teóricas para justificar la existencia de la empresa como agente socioeconómico y el rol del empresario
	<b>RA2</b>	Reconoce las áreas funcionales clave de una empresa y las decisiones esenciales en cada una de ellas
	<b>RA3</b>	Conoce herramientas de analítica de datos (o combinaciones de ellas) orientadas a la visualización de información y a la predicción de las dinámicas esenciales del entorno empresarial
	<b>RA4</b>	Conoce los principales problemas organizativos y sus soluciones, valorando la adecuación de las distintas estructuras organizativas
<b>CEO04</b>	Conocer y comprender los instrumentos y las herramientas necesarios para identificar oportunidades de negocio globales basadas en modelos de negocio innovadores, y para definir y desarrollar un proyecto de emprendimiento en un contexto digitalizado	



	<b>RA2</b>	Es capaz de generar y de evaluar críticamente ideas de negocios innovadoras con potencial global
	<b>RA3</b>	Sabe cómo desarrollar un modelo de negocio con potencial global y cómo definir un plan de negocios, concretándolo en un documento que pueda ser sometido a evaluación externa.

## 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: Business Management

Subject 4: Strategy Implementation and Evaluation

#### TOPIC 4: The Society and the Firm. Ethics and Social Corporate Responsibility.

Subject 5: Vision and mission of the firm

#### TOPIC 5: Business Plan

Subject 6: How to write a business plan based on Business Model Canvas

## TEACHING METHODOLOGY

### General methodological aspects of the subject

#### In-class Methodology: Activities

**AF1. Master class lessons** in which the teacher will present the main contents in a clear, structured way and seeking the motivation of the student at all times through the support of PowerPoint transparencies, videos, audios, visualizations, etc.

**AF2. Participatory sessions of an expository nature.** In each master class, the master class will be combined with the debate and/or discussion on the topic in question corresponding to each class. This requires the student to be prepared to discuss the subject of study and the readings, videos, or audios that will be indicated to the student in advance.

The teacher will lead the presentation of the basic notions, with the active and collaborative participation of the students, who will discuss and debate the dark points or nuances that are relevant to the correct understanding of the contents. It will include practical cases as the backbone of the presentation of ideas and content, dynamic presentations, and the formal or spontaneous participation of students through various activities.

Active participation in the classroom is an excellent tool to enhance the learning of the student who participates and his or her peers present in the classroom. A productive learning environment requires that everyone in the classroom be actively involved.



**AF3. Individual test resolution.** Students will be given short questionnaires about the subject matter dealt with in class to see their degree of progress in the subject

**AF4. Cooperative Learning:** The goal of this activity is to encourage cooperative work in groups of 4-6 people. The aim is to promote the autonomy and motivation of learning thanks to the shared responsibility. Application of real tools.

**AF6. Analysis and resolution of cases** proposed by the teacher, based on a brief reading, a material prepared for the occasion, or any other type of data or information that allows the application in practice of the theoretical knowledge acquired, and favors the development of the critical thinking capacity of the student. They are based on the selection of professional materials adapted to the subject, with the aim of training the student to solve real problems and to acquire several capacities to react to unexpected situations and approaches.

**AF7. Public exhibition of topics or works.** Presentation and defense of their work in front of the teacher and the rest of their classmates. It takes place individually or collectively. It will be valued the conceptual organization, the domain of the treated matter, the expositive clarity, the respect and rationality of the different phases. In the case of being a collective exercise, the active collaboration of each one of the members of the team will be required.

## Non-Presential Methodology: Activities

**AF8. Individual study and extension of the documentation** that the student carries out to understand, re-elaborate and retain scientific content with a view to a possible application in his/her profession. Individual reading of texts (bibliography) and notes of different types (books, magazines, individual articles, press, Internet publications, reports on practical experiences, etc.) related to the subjects of study.

**F11. Academic tutoring,** for the resolution of problems that may have arisen in the course of learning the subject or in the process of acquiring the corresponding skills, as well as for the supervision of the student's progress in his/her work.

**AF12. Monographic research.** A cooperative learning procedure that starts with the assignment of students to teams and the approach of a task that requires research, sharing of information and resources among team members in order to achieve the common goal. Individual objectives are achieved if and only if others achieve theirs, so there is a great deal of personal interdependence in achieving the goals.

## SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Lecciones de Carácter expositivo	Ejercicios y resolución de casos y de problemas
15.00	40.00



## NON-PRESENTIAL HOURS

Ejercicios y resolución de casos y de problemas	Sesiones tutoriales	Estudios individual y/o en grupo, y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos
25.00	10.00	40.00	20.00
<b>ECTS CREDITS: 6,0 (150,00 hours)</b>			

## EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
<b>Final exam</b>	Students should be able to answer clearly and precisely different sorts of questions	50
<b>Evaluation of group theme and case studies</b>	Participation during case studies discussion and analytical and problem-solving skills connected to such case studies.	30
<b>Class quizzes and exercises</b>	Students should be able to answer different sorts of questions connected to the lectures.	10
<b>Participation in lectures</b>	Active participation during lectures	10

## Ratings

### ORDINARY CALL:

The final grade of the course is the sum of:

- Theoretical-practical final exam (50%).
- Continuous evaluation (50%)

In order to pass the course, a minimum grade of 5 must be obtained in each of the parts (i.e. continuous evaluation and final exam).

**ORDINARY CALL** - Students with an exemption from the university

It will be the student's responsibility to communicate his/her situation by mail to the corresponding teacher during the first month of the course.

Ordinary theoretical-practical exam with a value of 100%. In order to optimize their results in this exam, the student will find in the space reserved for the subject in the Moodle platform, the relevant documentation for this purpose.

**EXTRAORDINARY CALL:-** Students who failed in the ordinary call

Theoretical-practical final exam = 100% (the grade of the continuous evaluation is not saved).



# COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

**Syllabus**  
**2022 - 2023**

## 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

Johnson, G., Whittington, R., Scholes, K., Angwin, D., & Regnér, P. (2011). *Exploring strategy*. Financial Times Prentice Hall.

#### For the main study cases of the course:

Harvard Business Publishing Education: <https://hbsp.harvard.edu/redirect?type=launch-product&url=L2NhdGFsb2cvc2FtcGxILzQxMDcwNS1IVE0tRU5HL2NvbnRlbnQ%2Fcm9sZT1pbmN0cnVjdG9y>

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data [that you have accepted on your registration form](#) by entering this website and clicking on "download"

<https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>