



TECHNICAL SHEET OF THE SUBJECT

| Data of the subject | |
|---------------------|--|
| Subject name | Fundamentals of Management |
| Subject code | FCEE-ADE-125 |
| Mainprogram | N/A |
| Involved programs | Grado en Administración y Dirección de Empresas (E-2) - en inglés [First year] Grado en Ingeniería en Tecnologías Industriales y Grado en Administración y Dirección de Empresas [First year] |
| Level | Reglada Grado Europeo |
| Quarter | Semestral |
| Credits | 6,0 ECTS |
| Type | Básico |
| 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 | ANECA: 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 | |
|---------------------|---|
| Teacher | |
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| Teacher | |
|------------|-------------------------------------|
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SPECIFIC DATA OF THE SUBJECT

| Contextualization of the subject |
|--|
| Contribution to the professional profile of the degree |
| <p>After taking the Business Management course, the student will be able to understand what a company is, what its <i>raison d'être</i> 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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Note: The student will be able to see the importance of business analytics in each and every aspect surrounding a company.</p> |
| Prerequisites |
| None |

| Competencies - Objectives | |
|----------------------------|--|
| Competences | |
| Conocimientos o contenidos | |
| CON01 | Adquirir una base de conocimientos sólida y relevante sobre la disciplina científica y empresarial |
| CON03 | Conocer el lenguaje y los instrumentos contables necesarios para representar hechos económicos |
| Competencias | |



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|--------------------------------|--|
| CPT01 | Gestionar información y datos para análisis crítico y diagnóstico empresarial |
| CPT02 | Liderar equipos que impulsen proyectos innovadores con soluciones creativas |
| CPT03 | Trabajar de forma autónoma, organizada y orientada a la acción y calidad |
| CPT04 | Aplicar fundamentos de dirección y gestión empresarial en la resolución de problemas |
| CPT05 | Aplicar herramientas de marketing a productos reales mediante investigación |
| Habilidades o destrezas | |
| HAB01 | Aplicar técnicas de análisis de datos para la toma de decisiones empresariales |
| HAB02 | Construir estados financieros de una empresa |

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 | |



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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 | Estudio y lectura organizada | Trabajos monográficos y de investigación, individuales o colectivos |
| 25.00 | 10.00 | 40.00 | 20.00 |



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 | 60 % |
| Evaluation of group theme and case studies | Participation during case studies discussion and analytical and problem-solving skills connected to such case studies. | 30 % |
| Participation in lectures | Active participation during lectures | 10 % |

Ratings

ORDINARY CALL:

The final grade of the course is the sum of:

- Theoretical-practical final exam (60%).
- Continuous evaluation (40%)

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).

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



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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 Lnotebook 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.

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.

Para los estudios de Caso:

Harvard Business Publishing Education: <https://hbsp.harvard.edu/redirect?type=launch-product&url=L2NhdkGFsb2cv2FtcGxLzQxMDcwNS1IVE0tRU5HL2NvbmlbnQ%2Fcm9sZT1pbmN0cnVjdG9y>