



## 1.- SUBJECT FACT SHEET

SUBJECT FACT SHEET	
<b>Title</b>	<b>BUSINESS MANAGEMENT</b>
<b>Reference N°</b>	
<b>Degree</b>	<b>E-1 N (LAW WITH DIPLOMA IN BUSINESS ADMINISTRATION)</b>
<b>Year</b>	<b>SECOND</b>
<b>Semester</b>	<b>SECOND</b>
<b>ECTS credits</b>	<b>3</b>
<b>Nature</b>	<b>MANDATORY</b>
<b>Department</b>	<b>Business Management</b>
<b>Area</b>	<b>Business Organization</b>
<b>University</b>	<b>Universidad Pontificia Comillas</b>
<b>Schedule</b>	
<b>Professor</b>	<b>Guillermo Barral Varela</b>
<b>Description</b>	Business Management is an introductory subject which covers company aspects and values along with a detailed analysis of production subsystems and economic factors for any given business. It makes special emphasis on organization, planning and control, in an effort to give students some hint on how to create a business plan.

Professor's information	
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<b>Appointments</b>	<b>On demand</b>

## 2.- SPECIFIC SUBJECT DATA

Context	
Contribution of the degree towards job profile	
After having taken Business Management, the student will be familiar with all aspects 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 social and economic environment represents for Management and Business Administration.	
Pre-requisites	
<b>None</b>	

### 3.- AGENDA AND SUBJECT MATTERS

<b>Program</b>
<b>TOPIC 1: The Company and the environment</b>
<b>Subject 1: Foundations of companies and organizations</b>
1.1 Concept of company and organization. 1.2 How a company is organized. 1.3 The task of a manager. 1.4 History of management. 1.5 Stakeholders.
<b>Subject 2: Managing in a global environment</b>
2.1 Emerging markets growth, ¿threat or opportunity for developed countries? 2.2 The world in 2050. Global macrotrends: sociodemographic, environmental and economic trends. Sectors for the future. 2.3 European companies face globalization. 2.4 Spanish companies face globalization. Practice: today's economic environment.
<b>Subject 3: Production and quality</b>
3.1. Production management: concept and objectives. 3.2. Production decisions. 3.3. The <i>Just in Time</i> system. 3.4. Quality in a family business. Practice: getting to know the main companies in Spain and the Euro-zone.
<b>Topic 2: Management, organization, planning and control</b>
<b>Subject 4: Human resource management</b>
4.1. Human motivation. 4.2. Classic theories of motivation. 4.3. Contemporary theories of motivation. 4.4. Leadership in a Company. Practice: testing your managing abilities. Thoughts for managers.
<b>Subject 5: Organization</b>
5.1. Foundations of organizational design. 5.2. Traditional organizational designs. 5.3. Contemporary organizational designs. Discussion. Future vision: Flexible organizations. Computerised jobs.
<b>Subject 6: Goals, planning and control</b>
6.1. Planning and performance in a company. 6.2. Goals. Characteristics and types. 6.3. Planning. Types of plans. 6.4. Controlling. The control process. Practice: How a company defines itself: mission, vision and values.

### 4.- GOALS

<b>Skills</b>
<b>General skills obtained from the course</b>
<b>Abilities</b>
CGI 1. Analyze and synthesize. CGI 2. Problem-solving and decision-making. CGI 3. Organization and planning. CGI 4. Manage information coming from several sources. CGI 5. Satisfactory oral and written communication in English.
<b>Interpersonal skills</b>
CGP 6. Interpersonal skills: listening, discussing and debating. CGP 7. Leadership qualities and teamwork.

<b>CGP 8. Ability to both criticize and self-criticize.</b>	
<b>CGP 9 Ethical commitment.</b>	
<b>CGP 10 Recognition and respect towards diversity and multi-culturalism.</b>	
<b>Methods</b>	
<b>CGS 11. Ability to learn and work on one's own.</b>	
<b>CGS 12. Initiative and "business mind".</b>	
<b>Specific skills obtained from the subjects</b>	
<b>CE 13. Knowledge and understanding of the main concepts of business management and the ability to implement them.</b>	
<b>Results of the subject matters: concepts (knowledge), methods (know-how) and outlook (attitude).</b>	
<b>CE13.1</b>	<b>Knowledge of the main concepts of problem-analysis and decision-making</b>
RA1	<i>Explain the main concepts of the process of problem-analysis and decision-making</i>
RA2	<i>Apply the Analysis and Decision-Making method within the context of company organization</i>
<b>CE13.2</b>	<b>Knowledge of the influence economic currents have on business administration</b>
RA1	<i>Investigate the origins and the methodology of economics schools</i>
RA2	<i>Identify the main concepts of each economic approach and business school</i>
<b>CE13.3</b>	<b>Knowledge of the Department of Production's goals</b>
RA1	<i>Explain the importance of value chain management</i>
RA2	<i>Design a quality management system</i>
<b>CE13.4</b>	<b>Knowledge of the power of a leader and a motivator within a company</b>
RA1	<i>Explain the characteristics of a good leader</i>
RA2	<i>Identify the different styles of management and leadership</i>
<b>CE13.5</b>	<b>Knowledge of the organizational system of a company</b>
RA1	<i>Describe the concept and elements of a company</i>
RA2	<i>Identify the different styles of company organizations</i>
<b>CE13.6</b>	<b>Knowledge of company goals and planning and control</b>
RA1	<i>Learn how a company works and become familiar with its goals</i>
RA2	<i>Discover the planning needs of a company</i>
<b>CE13.7</b>	<b>Knowledge on how to set up a business</b>
RA1	<i>Recognize its impact on the global economy</i>
RA2	<i>List the characteristics of a person with a business mind</i>
<b>CE13.8</b>	<b>Knowledge of a company's values</b>
RA1	<i>Formulate the different characteristics of an ethical business model</i>
RA2	<i>Analyze and describe the different "CSR" practices within a company</i>

## 5.- TEACHING METHOD

### General teaching aspects of the subject

The subject is of a very pragmatic nature and focuses on the student, encouraging his/her autonomy and active participation in learning with the purpose of developing the skills necessary to work with ease as a professional. In order to foster the skills described formerly in this document, the following activities should be carried out:

#### Class Attendance Method: Training Activities

	Skills
<b>AF1. Master classes</b> in which the Professor will present the main concepts in a clear, structured, and motivating way, frequently through the use of audiovisual material.	<b>CGI 1.</b> <b>CGI 3.</b>
<b>AF2. Classes with Active Participation.</b> Lectures in which the Professor explains basic concepts and 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.	<b>CGI 4.</b>

<b>AF6. Case studies</b> 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.	CGI 2. CGP 11.
<b>AF7. Student presentations.</b> 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.	CGP 12. CGI 6.
<b>Self-study Method: Training Activities</b>	Skills
<b>AF8. Individual study and further documentation</b> 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.	CGI 4. CGI 5.
<b>AF11. Academic tutoring</b> 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.	CGI 6. CGI 3.
<b>AF12. Theme investigation.</b> 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.	CGI 1.
<b>AF15. Group reading.</b> Reading and analysis of relevant texts, including exercises designed to evaluate the student's comprehension.	CGP 11. CGP 12.

<b>SUMMARY OF WORKING HOURS</b>			
Activity	Nr on-site hours	Nr off-site hours	Total hours
Master class	12	2	14
Practice class	1	1	2
Debate	2	-	2
Student presentation	3	2	5
Individual work	3	8	11
Team work	2	13	15
Evaluation: one minute paper	1	-	1
Evaluation: on-site test	2	2	4
Evaluation: exam	3	17	22
Evaluation: exam revision	1	-	1
<b>ECTS credits: 3</b>	<b>30</b>	<b>45</b>	<b>75</b>

## 7.- EVALUATION

Activities	WEIGHT
Final written examination	60%
Evaluation of group theme or topic	10%

Evaluation of responsible learning		<b>10%</b>
Evaluation of mid-term test		<b>20%</b>

*It is necessary to get a 5.0 on the exam and on the training activities to pass the course*

### **8. RECOVERY EXAMINATION IN JUNE**

For students which have failed the year-end examination:

Examination: 100%

### **9. BIBLIOGRAPHY**

Main Guide: **Management** by Stephen Robbins and Mary Coulter (Twelfth Edition, Pearson)

Another material will be used on the sessions: readings, films, case studies.