

FACULTAD DE CIENCIAS
ECONÓMICAS Y EMPRESARIALES

1.- SUBJECT FACT SHEET

Title		MANAGEMENT
Reference N°		
Degree		E-3 Analytics
Year		ONE
Semester		FIRST
ECTS credits		6
Nature		MANDATORY
Department		Business Management
Area		Business Organization
University		Universidad Pontificia Comillas
Schedule		
Professor		Pablo Vega
Description		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. During the second half of the semester, special emphasis on organization and planning and control will be made in an effort to teach students how to create a business plan.

FACULTY	
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2.- SPECIFIC SUBJECT DATA

Context of the course	
Contribution to the professional profile of the degree	
After having taken 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 nowadays business environment represents for Management and Business Administration.	
Pre-requisites	
No formal requirements	

3.- CONTENTS

Program
TOPIC 1: The Enterprise
Subject 1: Business and Business Management
1.1 Concept of an Enterprise and its organization 1.2 The Enterprise as an open system 1.3 Working subsystems within an enterprise 1.4 Business management 1.5 Work environment
Subject 2: Management yesterday and nowadays
2.1 Brief history of Management 2.2 Challenges and constraints 2.3 Social responsibility
Subject 3: Company values
3.1 Definition of business culture 3.2 Factors which influence business culture 2.3 Company values and mission
Topic 2: Management, organization, planning and control
Subject 1: Management
1.1. Management Schools 1.2. Management by objectives (MBO) 1.3. International Companies Management: Globalization, diversity and other issues 1.4. Family companies' management
Subject 2: Organization
2.1 Concept and parts of an organization 2.2 Organizational design 2.3 Dimensions of an organizational design 2.4 Organization methodology 2.5 Organizational change. Change and knowledge management
Subject 3: Goals, planning and control
3.1 Company goals: concept and nature 3.2 Company plan: concept and nature 3.3 Control within the company 3.4 Planning and control systems
Topic 3: Setting up a business
Subject 1: The management of new businesses
1.11 The context and dexterity of the entrepreneur 1.12 Business plan 1.13 Founding 1.14 Organization 1.15 Management and control

4.- SKILLS - OBJECTIVES

Skills
General skills of the degree-course
Instrumental
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 one's mother tongue	
Interpersonal skills	
CGP 6. Interpersonal skills: listening, discussing and debating	
CGP 7. Leadership qualities and teamwork	
CGP 8. Ability to both criticize and self-criticize	
CGP 9 Ethical commitment	
CGP 10 Recognition and respect towards diversity and multi-culturalism	
Methods	
CGS 11. Ability to learn and work by her/himself	
CGS 12. Initiative and "business mindset"	
Specific skills of the subject - knowledge area	
CE 13. Knowledge and understanding of the main concepts of business management and the ability to put them into practice	
Results of the subject matters: concepts (knowledge), methods (know-how) and Outlook (attitude)	
CE13.1	Knowledge of the main concepts of problem-analysis and decision-making
	<i>RA5</i> Explain the main concepts of the process of problem-analysis and decision-making
CE13.2	Knowledge of the influence economic currents have on business administration
	<i>RA4</i> Investigate the origins and the methodology of economics schools
CE13.3	Knowledge of the Department of Production's goals
	<i>RA4</i> Explain the importance of value chain management
	<i>RA5</i> Design a quality management system
CE13.4	Knowledge of the power of a leader and a motivator within a company
	<i>RA5</i> Explain the characteristics of a good leader
CE13.5	Knowledge of the organizational system of a company
	<i>RA5</i> Describe the concept and elements of a company
	<i>RA6</i> Identify the different styles of company organizations
CE13.6	Knowledge of company goals and planning and control
	<i>RA5</i> Learn how a company Works and become familiar with its goals
	<i>RA6</i> Discover the planning needs of a company
CE13.7	Knowledge on how to set up a business
	<i>RA4</i> Recognize its impact on the global economy
	<i>RA5</i> List the characteristics of a person with a business mind
CE13.8	Knowledge of a company's values
	<i>RA4</i> Formulate the different aptitudes of an ethical business model

5.- TEACHING METHODOLOGY

General learning and teaching approach of the course

The subject is of a very practical nature and focuses on the student, fostering his/her autonomy and active participation in learning with the purpose of developing the necessary skills in order for him/her to work with ease as a professional. In order to hone the skills previously described, the following activities should be carried out:

Class-based teaching activities	Skills
AF1. Lectures in which the Professor will present the main concepts in a clear, structured, and motivating way, frequently through the use of audiovisual material.	CGI 1. CGI 3. CGI 5.
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.	CGI 4. CGI 3. CGI 5.

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 skills to both face and solve problems. Teamwork is suggested.	CGP 10. CGP 12. CGI 2. CGP 11.
AF7. Student presentations. Oral 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 3. CGI 6.
Outside classroom activities	Skills
AF8. Independent 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.	CGI 1. CGI 3. CGI 4. CGI 5.
AF11. Tutorial sessions may be carried out either individually or in small groups in order to 1) solve any problems which may arise during the course and/or 2) observe the student´s/student´s understanding of the material studied.	CGI 6. CGI 3. CGI 4. CGI 1.
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.	CGI1.
AF15. Group reading. Reading and analysis of relevant texts, including exercises designed to evaluate the student´s comprehension.	CGP 11. CGP 12.

7.- ASSESSMENT ACTIVITIES

Assessment activities	CRITERIA	WEIGHT
Final written examination		50%
Evaluation of group theme or topic		20%
Evaluation of responsible learning		10%
Evaluation of essays, exams, and cases made during the whole course		20%

In order to pass the subject a minimum grade of "5" is required in both the final exam and all other assessment activities carried out throughout the course

8. SUMMARY: WORK PLAN AND SCHEDULE

Class-based and outside classroom activities	Date	Submission date
"One minute paper"	1 st week	After completion
"One minute paper"	2 nd week	After completion
Press release comments oral presentation (groups of two students)	Each week	After completion

Resolution of case studies in class	5 th and 9 th week	After completion
Resolution of case study outside classroom	8 th , 10 th and 12 th week	One week after completion
“One minute paper”	11 st and 12 nd week	After completion
Final Project presentation	13 th and 14 th week	After completion

SUMMARY OF STUDENT WORK HOURS			
ATTENDANCE HOURS			
Theoretical classes	Practical classes	Academically supervised activities	Assessment Final exam
23	24	10	3
NON ATTENDANCE HOURS			
Self-study of theoretical contents	Self-study of practical contents	Group work	Study
20	25	15	30 horas
ECTS CREDITS 6: 6*25 horas =150 work hours			

9. RECOVERY EXAMINATION IN JULY

For students, which have failed the year-end examination:

- a) Examination: 50%
- b) Continuous evaluation of yearly work: 50%

10. BIBLIOGRAPHY

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

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