



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Fundamentals of Management
Subject code	DOI-ADE-121
Mainprogram	Bachelor's Degree in Business Administration and Management
Involved programs	Grado en Administración y Dirección de Empresas (E-2) [Primer Curso] Grado en Administración y Dirección de Empresas y Grado en Derecho (E-3 16) [Primer Curso] Grado en Administración y Dirección de Empresas con Mención en Internacional (E-4) [Primer Curso] Grado en Administración y Dirección de Empresas y Grado en Relaciones Internacionales [Primer Curso] Grado en Administración y Dirección de Empresas y Grado en Relaciones Internacionales (E-6) [Primer Curso] Grado en Administración y Dirección de Empresas (E-2) - Bilingüe en inglés [Primer Curso] Grado en Administración y Dirección de Empresas y Grado en Análisis de Negocios/Business Analytics [Primer Curso] Grado en Ingeniería en Tecnologías Industriales y Grado en Administración y Dirección de Empresas [Primer Curso]
Credits	6,0 ECTS
Type	Básico
Department	Departamento de Gestión Empresarial
Coordinator	Laura Gismera Tierno
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

Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

After having taken Fundamentals of 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

GENERALES

CG01	Capacidad de análisis y síntesis
CG02	Resolución de problemas y toma de decisiones
CG03	Capacidad de organización y planificación
CG04	Capacidad de gestionar información proveniente de fuentes diversas
CG05	Conocimientos generales básicos sobre el área de estudio
CG10	Capacidad de liderazgo y trabajo en equipo
CG11	Capacidad crítica y autocrítica

ESPECÍFICAS

CE03	Comprensión de los fundamentos de la dirección y la gestión empresarial y capacitación del alumno para analizar la problemática empresarial a través de las funciones directivas	
	RA1	Comprende qué es una empresa, cuál es su razón de ser y qué papel desempeña en la sociedad
	RA2	Identificar y valorar críticamente prácticas de dirección y gestión empresarial significativas en casos reales
	RA3	Identificar y responder a los distintos factores del entorno que afectan a la 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
TOPIC 4: The Society and the Firm
Subject 5: Vision and mission of the firm
TOPIC 5: Cross-cutting topic
Subject 6: How to write a business plan

TEACHING METHODOLOGY

General methodological aspects of the subject	
General teaching aspects of the subject	
Class Attendance Method: Training Activities	Skills
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.	CGI 1. CGI 3.



<p>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.</p>	<p>CGI 4.</p>
<p>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.</p>	<p>CGI 2. CGP 11.</p>
<p>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.</p>	<p>CGP 12. CGI 6.</p>
<p>Self-study Method: Training Activities</p>	<p>Skills</p>
<p>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.</p>	<p>CGI 4. CGI 5.</p>
<p>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.</p>	<p>CGI 6. CGI 3.</p>
<p>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.</p>	<p>CGI1.</p>

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 individual y/o en grupo y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos
25.00	10.00	40.00	20.00
ECTS CREDITS: 6,0 (150,00 hours)			

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Final exam	Students should be able to answer clearly and precisely different sorts of questions	50 %
Evaluation of group theme and case studies	Participation during case studies discussion and analytical and problem-solving skills connected to such case studies.	30 %
Class quizzes and exercises	Students should be able to answer different sorts of questions connected to the lectures.	20 %
Participation in lectures	Active participation during lectures	10 %

Ratings

Assessment in July extraordinary exams

1. Students in their junior year (i.e. 3rd year) with attendance exemption, students who are re-taking the subject, in exchange or in an internship approved by *Jefatura de estudios*:

i) If students are in this situation, it is their responsibility to contact their professors by email at the beginning of the semester and arrange to hand in an essay that will comprise 25% of the final grade.

ii) Ordinary exam (based both on theoretical and practical questions) 50% of the final grade

2. Students who failed the ordinary exam



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2020 - 2021

I) Exam (based both on theoretical and practical questions) 50% of the final grade

II) Assessment during academic year 50% of the final grade

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Main references

- David, F. R., & David, F. R. (2017). Strategic management: Concepts and cases: A competitive advantage approach. Pearson. 16th Edition
- David, F. R., & David, F. R. (2017). Conceptos de Administración Estratégica. Pearson. 15ª Edición

Complementary Bibliography

Book chapters

- Check footnotes at the end of each topic on the slides

Papers

- Discussed during lectures

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