

TECHNICAL SHEET OF THE SUBJECT

| Data of the subject | |
|---------------------|---|
| Subject name | Management |
| Subject code | E000009488 |
| Main program | Bachelor's Degree in Law |
| Involved programs | Grado en Derecho (E-1) [Fourth year] |
| Credits | 3,0 ECTS |
| Type | Optativa (Grado) |
| Department | Departamento de Gestión Empresarial |
| Coordinator | Nicolás Santamaría |
| 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 |
| Course overview | As its name suggests, Business Management is an introductory subject to Business Administration and Management. In this course you will study what a company is and its core values. Moreover, you will carefully analyze the production subsystem and economic factors of any given business. During the semester, special emphasis on environment, competitors, strategy planning and control will be made in an effort to teach students how to understand business. |

| Teacher Information | |
|---------------------|-------------------------------------|
| Teacher | |
| Name | Riccardo Ciacci |
| Department | Departamento de Gestión Empresarial |
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| Phone | 2474 |

SPECIFIC DATA OF THE SUBJECT

| Contextualization of the subject |
|--|
| <p>Contribution to the professional profile of the degree</p> <p>After having taken Business 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.</p> <p>He/she should also have a clear understanding of the challenges that the present-day business environment represents for Management and Business Administration.</p> |
| <p>Prerequisites</p> <p>None</p> |



Competencies - Objectives

Competences

GENERALES

| | | |
|--------------|--|--|
| CGI03 | Capacidad de análisis y síntesis. Comprender y estructurar adecuadamente los conocimientos que se adquieren | |
| | RA1 | Comprende y asimila conceptos y razonamientos, extrayendo la información relevante y relacionando adecuadamente las diferentes partes de que puede constar |
| | RA2 | Conecta lo aprendido en el plano teórico con los problemas prácticos que plantea el ejercicio de la profesión |
| CGI04 | Habilidad para la gestión de la información: obtención, análisis y recuperación de información proveniente de fuentes diversas | |
| | RA1 | Utiliza las TIC de forma eficiente para la obtención y gestión de información |
| | RA2 | Conoce y maneja las metodologías y técnicas específicas de recogida y tratamiento de la información en el área de estudio |
| CGS11 | Capacidad de aprender, autonomía en el aprendizaje, aprender a aprender como parte de un proceso permanente | |
| | RA1 | Busca y utiliza adecuadamente los instrumentos que le permitan mejorar su aprendizaje y tener autonomía a la hora de profundizar o ampliar su conocimiento |
| | RA2 | Asimila el aprendizaje como proceso permanente de actualización y mejora que exige estar al día de los cambios |

ESPECÍFICAS

| | | |
|--------------|--|---|
| CEA04 | Conocimiento de los principios, conceptos y valores de las distintas áreas de conocimiento | |
| | RA1 | Conoce las principales teorías sobre la empresa y sobre la organización, siendo capaz de explicar y analizar su contribución al conocimiento de la empresa y de su funcionamiento |
| | RA2 | Comprende el significado de la dirección empresarial y de las funciones que integran la actividad directiva |
| | RA3 | Identifica y valora críticamente prácticas de dirección y gestión empresarial significativas en casos reales |

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: Fundamentals of strategy. Ethics and Social Corporate Responsibility.

Subject 4: Strategy Design

Subject 5: Strategy Implementation

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

Management. Robbins y Coulter. Editorial Pearson, 2014.

TEACHING METHODOLOGY

General methodological aspects of the subject

In-class Methodology: Activities

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.

CGI03

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.

CGI04

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.

CGS11

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.

CGS11, CGI03

Non-Presential Methodology: Activities

AF8. Individual study and further documentation which the student will carry out in order to understand,



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|--|--|
| <p>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</p> <p>subject material may be used. Students may find related material and documentation on the University website.</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</p> <p>during the course and/or 2) observe the student's/student's understanding of the material studied.</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</p> <p>and only if the other team members meet their goals as well.</p> | <p>CGI03, CGI04</p> <p>CGI03</p> <p>CGI03, CGI04</p> |
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SUMMARY STUDENT WORKING HOURS

| CLASSROOM HOURS | |
|---|--|
| Lección Magistral | Clases prácticas |
| 20.00 | 10.00 |
| NON-PRESENTIAL HOURS | |
| Estudio y relación de las lecciones magistrales | Preparación de la resolución de los casos prácticos y trabajos dirigidos |
| 20.00 | 25.00 |
| ECTS CREDITS: 3,0 (75,00 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 business case | Group business case in which will be evaluated the analysis of information, the structure, the speaking presentation and the final reflections on the case | 25 |
| Evaluation of business cases | Participation during case studies discussion and analytical and problem-solving skills connected to such case studies. | 20 |
| Participation in lectures | Active participation during lectures | 5 |



Ratings

ORDINARY CALL

Final grade will be composed of:

- a. Final exam (50%)
- b. Continuous evaluation (50%)

EXTRAORDINARY CALL:

- a. Students that failed the final examen during the ordinary call: Extraordinary final exam = 50%
- b. Students that failed the continuous evaluation: Presentation of specific essays assigned by the professor to compensate the gap.
- c. Student that failed both evaluation parts: Extraordinary final exam (50%) + Individual written essay (30%) + Public defense of the essay (20%)

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>