



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Management
Subject code	FCEE-BA-121
Main program	Grado en Análisis de Negocios/Business Analytics
Involved programs	Grado en Análisis de Negocios/Business Analytics y Grado en Relaciones Internacionales [Primer Curso] Grado en Análisis de Negocios/Business Analytics y Grado en Derecho [Primer Curso] Grado en Ingeniería en Tecnologías de Telecom. y Grado en Análisis de Negocios/Business Analytics [Primer Curso]
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	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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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

After taking the Business Management course, the student will be able to understand what a company is, what its *raison d'être* 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.

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.

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.

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.

Note: The student will be able to see the importance of business analytics in each and every aspect surrounding a company.

Prerequisites

None

Competencies - Objectives

Competences

GENERALES

CG04	Capacidad para elaborar proyectos e informes de manera oral y escrita, difundiendo estas ideas a través de canales digitales
RA1	Es capaz de buscar y analizar información procedente de fuentes diversas, haciendo un uso eficaz de las



		herramientas digitales
	RA2	Discierne el valor y la utilidad de diferentes fuentes y tipos de información, contrastándolas, analizándolas críticamente e incorporando valoraciones propias.
	RA3	Incorpora la información a su propio discurso, citando adecuadamente las fuentes que utiliza
CG06	Habilidades interpersonales en la sociedad de la información: escuchar, argumentar y debatir	
	RA1	Utiliza el diálogo para colaborar y generar buenas relaciones, escuchando las opiniones de los demás y estableciendo diálogos constructivos
	RA2	Comunica sus ideas de manera efectiva y argumentada
CG08	Capacidad crítica y autocrítica en la sociedad de la información	
	RA3	Es capaz de construir un discurso propio, en un contexto de intercambio de opiniones.
CG09	Compromiso ético en la sociedad de la información	
	RA1	Persigue la excelencia en las actuaciones profesionales
	RA2	Se preocupa por las consecuencias que su actividad y su conducta pueden tener para los demás
	RA3	Incorpora en su discurso y en sus propuestas de actuaciones, las consecuencias que las mismas pueden tener para los distintos stakeholders de una organización global
CG11	Capacidad para aprender y trabajar autónomamente en la sociedad de la información	
	RA1	Es capaz de recopilar, preparar y ampliar información con carácter previo a su participación en actividades que implican la construcción de un discurso propio argumentado o la propuesta de soluciones innovadoras a un problema
	RA2	Realiza sus trabajos y su actividad necesitando sólo unas indicaciones iniciales y un seguimiento básico, poniendo en práctica las habilidades necesarias para la investigación independiente
	RA3	Busca y encuentra recursos adecuados para sostener sus actuaciones y realizar sus trabajos
ESPECÍFICAS		
CE02	Conocer y comprender los determinantes básicos de la dirección de empresas, tales como la planificación de objetivos y actividades, su organización y control, sus áreas funcionales y las relaciones con el entorno, así como reconocer la función de liderazgo que el directivo ejerce en la definición y gestión de los mismos.	
	RA1	Conoce diferentes argumentos y perspectivas teóricas para justificar la existencia de la empresa como agente socioeconómico y el rol del empresario
	RA2	Reconoce las áreas funcionales clave de una empresa y las decisiones esenciales en cada una de ellas
		Conoce herramientas de analítica de datos (o combinaciones de ellas) orientadas a la visualización de



	RA3	Conoce instrumentos de análisis de datos (o combinaciones de ellos) orientados a la visualización de información y a la predicción de las dinámicas esenciales del entorno empresarial
	RA4	Conoce los principales problemas organizativos y sus soluciones, valorando la adecuación de las distintas estructuras organizativas
CEO04		Conocer y comprender los instrumentos y las herramientas necesarios para identificar oportunidades de negocio globales basadas en modelos de negocio innovadores, y para definir y desarrollar un proyecto de emprendimiento en un contexto digitalizado
	RA2	Es capaz de generar y de evaluar críticamente ideas de negocios innovadoras con potencial global
	RA3	Sabe cómo desarrollar un modelo de negocio con potencial global y cómo definir un plan de negocios, concretándolo en un documento que pueda ser sometido a evaluación externa.

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

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 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	Estudios 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.	10 %
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 (50%).
- Continuous evaluation (50%)

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).

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.

For the main study cases of the course:

Harvard Business Publishing Education: <https://hbsp.harvard.edu/redirect?type=launch-product&url=L2NhdGFsb2cvc2FtcGxllzQxMDcwNS1IVE0tRU5HL2NvbmlbnQ%2Fcm9sZT1pbmN0cnVjdG9y>

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