

## 1. BASIC INFORMATION

Course	Fundamentals of business organization
Degree program	Bachelor's Degree in Industrial Systems Engineering
School	School of Architecture, Engineering, Science and Computing
Year	2
ECTS	6
Credit type	Basic
Language(s)	English
Delivery mode	Face to face
Semester	S1
Academic year	25-26
Coordinating professor	Carlos Sánchez Hernández

## 2. PRESENTATION

This subject, Fundamentals of Business Organization offers the student of Industrial Systems Engineering basic knowledge about the company, its birth, operation and management, the planning of objectives and its financing. The student will learn about the different areas in which a company is subdivided, as well as the relevance and main functions that each one of them develops. The course will also detail the needs of resources and capabilities of a company and its areas, and how corporate culture influences business performance and development.

Through different tools, the complexity of the business reality in a globalized environment, the decision-making processes and the influence of finance in the achievement of objectives will be understood. Finally, the student will learn how a company must take into consideration human capital, the product or service according to consumer behavior, and the correct planning to achieve corporate success. All this will be accompanied by a basic vision of economics, the science on which the company is based for its development.

The course aims to provide a basic but holistic view of the ecosystem in which an industrial engineer will live throughout his working life: the company.

## 3. LEARNING OUTCOMES

### Knowledge

KNO5: Adequate knowledge of the concept of the company, institutional and legal framework of the company. Organization and management of companies

KNO12: Applied knowledge of business organization

- Identify the potential consumer, their characteristics and needs in order to develop a successful product and service offer
- Classify what the functional areas of a company are and how each of them contributes to the creation of value through a corporate strategy
- Organize people management functions
- Situate the organization within a socio-economic context and the influence it has on the achievement of business objectives
- Identify organizational management tools to optimize internal resources and capabilities
- Describe the company's financial system

### **Competences**

CP5: Organizational and planning capacity in the field of business, and other institutions and organizations.

CP16: Show ethical behaviors and social commitment in the performance of the activities of a profession, as well as sensitivity to inequality and diversity.

## **4. CONTENT**

- The company. The businessman and the entrepreneur
- Financing the enterprise: Macroeconomic notes
- The value chain. The business model. Economic management
- Human resources: human capital and organizational culture
- Integral management of the company
- The business plan

## **5. TEACHING-LEARNING METHODOLOGIES**

The types of teaching-learning methodologies used are indicated below:

- Master class
- Problem based learning

## **6. LEARNING ACTIVITIES**

Listed below are the types of learning activities and the number of hours the student will spend on each one:

**Campus-based mode:**

Learning activity	Number of hours
Master classes	10
Practical seminars	20
Problem solving	40
Written reports and essays	10
Autonomous study	60
Debates and panel discussions	5
Face-to-face assessment test	5
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

### Campus-based mode:

Assessment system	Weight min. %	Weight max. %
Face-to-face assessment test	50	60
Written reports and essays	10	20
Case/problem	20	30
Performance evaluation	5	5

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

## 8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

### Campus-based mode:

Assessable activities	Deadline
Activity Legal Formats of a Company in Spain (INDIVIDUAL)	Sept'25
Activity Preparation and Exposure Financing of a Company (GROUP)	Oct'25
Activity Business Model and Value Chain in a Company (INDIVIDUAL)	Oct'25
Midterm Exam (Topics 1 + 2 + 3)	Nov'25
Activity Preparation and Exposition Human Resources and Organizational Culture (GROUP)	Nov'25
Integral Management of the Company Activity (INDIVIDUAL)	Dec'25
Activity Preparation and Presentation of the Business Plan (GROUP)	Jan'26
Midterm Exam-Final Subject (4 + 5 + 6)	Jan'26

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

## 9. BIBLIOGRAPHY

The main reference work for this subject is:

- MOCHÓN, F (2006): Principios de Economía, McGraw Hill / Interamericana de España S.A.U.

The recommended Bibliography is:

A continuación, se indica bibliografía recomendada:

- PORTER, M. (2009): Estrategia Competitiva. Editorial Pirámide
- DASI, M., DOLZ, C., FERRER, O. y IBORRA, J. (2006): Fundamentos de Dirección de Empresas. Conceptos y habilidades directivas. Thompson Ed.
- BUENO CAMPOS, E. (1996): Organización de empresas. Estructura, procesos y modelos. Pirámide.
- Roger FISHER, R & SHARP, A. (1999): El liderazgo lateral: cómo dirigir cuando usted no es el jefe. Editorial Gestión 2000
- KAPLAN, R. & NORTON (2008): La Ejecución Premium: vinculando la estrategia a las operaciones para obtener una ventaja competitiva. HarvardBusinessPress.

## 10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

From the Educational Guidance, Diversity and Inclusion Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

[orientacioneducativa@universidadeuropea.es](mailto:orientacioneducativa@universidadeuropea.es)

## 11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.