

1. BASIC INFORMATION

Course	Foundations of Business Management
Degree program	Bachelor's Degree in Business Analytics
School	Social Sciences and Communication
Year	1st
ECTS	6 ECTS
Credit type	Core
Language(s)	Spanish
Delivery mode	On campus
Semester	First semester
Academic year	2024-25
Coordinating professor	Violeta Doval

2. PRESENTATION

Foundations of Business Management is a core subject area taught in the first semester of the first year of the Bachelor's Degree in Business Analytics, worth 6 ECTS credits.

It is an introductory subject which aims for the student to know, understand and apply the basic operation of the company, from the perspective of planning, organisation, management and control and its administration in practice, as well as key functional areas.

Students will study the roles of business owners and entrepreneurs, as well as the modern trends such as Corporate Social Responsibility (CSR) and ethics in business. This subject area lays the foundations and provides essential knowledge to perform business management work. In addition, this subject provides knowledge of the business structure, internal organisation, functional areas, among others, which will be the basis for the remaining subject areas of the first year of the degree, as well as for the following years.

3. COMPETENCIES AND LEARNING OUTCOMES

Basic skills:

- CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.

Specific skills :

- CE01 - Ability to know and understand the concept of a business and an entrepreneur and their role in a market economy.
- CE05 - Ability to identify and understand the accounting department in a company and apply the different tools available for its management, as well as to know the main relations with other departments.
- CE06 - Ability to identify and understand the human resources department in a company and apply the different tools available for its management, as well as to know the main relations with other departments.

- CE07 - Ability to identify and understand the marketing department and the commercial department in a company and apply the different tools available for its management, as well as to know the main relations with other departments.
- CE21 - Ability to segment and select the appropriate target audience to the interests of each business initiative.

Learning outcomes :

- RA1: Understanding of the basic concepts of business and its environment, as well as the main functional areas of a business, such as organization.
- RA2: Carrying out of case studies and cooperative tasks that demonstrate that the student has acquired the concepts described in the previous paragraph.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Competencies	Learning outcomes
CB2, CE1, CE5, CE6, CE7, CE21,	RA1: Understanding of the basic concepts of business and its environment, as well as the main functional areas of business.
CB2, CE1, CE5, CE6, CE7, CE21,	RA2: Carrying out of case studies and cooperative tasks that demonstrate that the student has acquired the concepts described in the previous paragraph.

4. CONTENT

The subject is organised into seven learning units:

- Unit 1: Business and its environment.
- Unit 2: The figure of the entrepreneur.
- Unit 3: Roles in the business, interconnection and synergies.
- Unit 4: The financial role of the business.
- Unit 5: The role of marketing.
- Unit 6: The role of operations.
- Unit 7: The role of administration.

5. TEACHING-LEARNING METHODOLOGIES

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

The types of teaching-learning methods are as follows:

- Lecture / Web conference
- Case studies
- Collaborative learning
- Problem-based learning
- Workshop-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:

Learning activity	Number of hours
Tutorials	10
Lectures	31
Asynchronous lectures	9
Case studies	10
Problem-solving	10
Oral presentations	10
Writing reports and papers	25
Independent working	36
Workshop tasks	5
Knowledge tests	4
TOTAL	150

7. ASSESSMENT

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

Assessment system	Weight
Knowledge tests	50%
Case studies and tasks	30%
Reports and papers. Oral presentations (Final work)	20%

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.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of 5 in the average of both exams (and at least 4 in each of them) or 5 in a final exam including the whole subject, for them (it) to count towards the final grade along with all the grades corresponding to other activities.

Assignments must be submitted on time. Every day of delay results in a 10% reduction of the assignment grade. This option does not apply to Assignment 5, as it must be submitted on time to receive a grade.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

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

Assessable activities	Deadline
Activity 1: The environment	Week 5
Activity 2: Company strategy and Social Responsibility	Week 8
Knowledge test	Week 9
Activity 3: The limited companies	Week 11
Activity 4: Operations and Human R	Week 13
Final knowledge test	Week 16
Activity 5 Oral Presentations of teamwork project	Weeks 15-17

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 recommended Bibliography is:

- CORNELISSEN, J. (2008): Corporate Communication, a guide to theory and practice, Sage, London.
- FERRELL, O. C., HIRT G. A., FERRELL, L. (2009): Business: a changing world, McGraw-Hill.
- KOOTNZ, H., WEILRICH, H. (2020): Management, a global perspective, McGraw-Hill.
- NICKELS, W., MCHUGH, J., MCHUGH, S. (2022), Understanding Business. Nueva York: McGraw-Hill.
- ROBBINS, S.P., COULTER, M. (2016): Management, Prentice Hall, New Jersey.

- STONER, J., FREEMAN, R.E. y GILBERT, D.R. (2022): Management, Pearson.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity 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

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.