

1. BASIC INFORMATION

| | |
|-------------------------------|--|
| Course | Principles of Business Management |
| Degree program | Global Bachelor's Degree in International Business |
| School | Social Sciences and Communication |
| Year | 1º |
| ECTS | 6 |
| Credit type | University Core Requirement |
| Language(s) | English |
| Delivery mode | Face-to-face |
| Semester | 1 |
| Academic year | 2020-21 |
| Coordinating professor | Ivan Hilliard |

2. PRESENTATION

In this course, students will develop their skills in sustaining arguments and solving problems within their field of study. They will learn how to gather data, interpret it and make judgments and considerations on relevant social, scientific or ethical issues. They will practice conveying information, together with ideas, problems, and solutions to a specialized or non-specialized audience, as well as learning to work in a disciplined and independent manner.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- BS2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- BS3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.
- BS4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.
- BS5: Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.

Cross-Curricular competencies:

- CS4: Analysis and synthesis skills: Being able to break down complex situations into their constituent parts, and also to assess other alternatives and approaches in order to find the best solutions. Synthesis seeks to reduce complexity in order to facilitate understanding and/or problem solving.
- CS5: Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.

- CS6: Oral and written communication skills: The ability to transmit and receive information, ideas, opinions and attitudes for the purposes of comprehension and action, oral communication involving speech and gestures, and written communication writing and/or graphics.
- CS7: Ethical values: The ability to think and act according to universal principles based on individual worth and full development of the human personality, and which entails a commitment to certain social values.
- CS10: Initiative and entrepreneurial spirit: The ability to decisively undertake difficult or risky actions. The ability to anticipate problems, suggest improvements and persevere in carrying them through, with a preference for initiating activities and completing them.
- CS15: Responsibility: The ability to fulfill the commitments a person makes to themselves and to others when performing a task and trying to achieve a set of goals as part of the learning process. The ability of any individual to acknowledge and accept the consequences of their own actions.
- CS17: Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals.
- CS18: Use of information and communication technologies (ICT): The ability to use information and communication technologies effectively as a tool for finding, processing and storing information, as well as for developing communication skills.

Specific competencies:

- SS 1. Capacity for evaluation and critical analysis of phenomena and agents that affect the social and political environment in different international scenarios.
- SS7: Ability to use the management tools available in the area of marketing and commercial management, in the context of international business.
- SS8: Capacity to use the management tools available in the area of administration and finance, in the context of international business.
- SS9: Ability to use human resources management tools, in the context of international business.
- SS10: Ability to use the tools available in the area of production management including planning, sales forecasting, inventory management and quality control of the production process.
- SS23: Ethical behavior in business respecting human rights and the impact of productive activities on the environment both in the country of origin and in the different markets in which it operates.
- SS25: Ability to apply new trends in business administration such as knowledge management, innovation management, etc., which will allow one to achieve greater professional development and business success.
- SS26: Ability to comprehend different budgets of the company and relate them to the standard technical and economic costs, and carry out analysis of deviations.

Learning outcomes:

- LO1: Understanding of the basic concepts about the company and its environment, as well as the main functional areas of the company.
- LO2: Realization of cases and cooperative activities that demonstrate that the student has acquired the concepts described in the previous section.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

| Competencies | Learning outcomes |
|--|---|
| BS3, CS6, CE1, SS23, SS25, SS26 | LO1: Understanding of the basic concepts about the company and its environment, as well as the main functional areas of the company. |
| BS2, BS4, BS5, CS4, CS5, CS6, CS10, CS15, CS17, CS18, SS1, SS7, SS8, SS9, SS10, SS23, SS25, SS26 | LO2: Realization of cases and cooperative activities that demonstrate that the student has acquired the concepts described in the previous section. |

4. CONTENT

LU1- Companies and their surroundings.

- Defining companies
- Legal formats.
- Business models

LU 2- Functions in the company, interconnection and synergies.

- Financial function.
- Marketing function.
- Operations function.
- Administration function.

LU3- Decision making in the company.

- Types of decision making.
- Decision trees

LU4- From strategic planning to strategic direction.

- Planning
- Generic Strategies
- Strategic tools

LU5- Organizational design and organizational structures.

- Organizational design concepts
- Organizational Models

LU6- The Management Function.

- Leadership
- Motivation

5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies that will be applied:

- Master class.
- Case method.
- Cooperative learning.
- Problem-based learning.
- Project 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 |
|-------------------|-----------------|
|-------------------|-----------------|

| | |
|--------------------------------|--------------|
| Lectures | 45 h |
| Individual Work | 25 h |
| Oral Presentations | 10 h |
| Problem solving. | 10 h |
| External Visits | 10 h |
| Group Participation Activities | 20 h |
| Formative evaluation | 10 h |
| Tutorials | 10 h |
| Case studies | 10 h |
| TOTAL | 150 h |

7. ASSESSMENT

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

| Assessment system | Weight |
|-----------------------|--------|
| Knowledge test | 45% |
| End of course project | 20% |
| Case / problem | 35% |

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 at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

Work handed in late, after the deadline published in the virtual campus, will not be accepted.

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 4.0 in the final exam in order 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.

Work handed in late, after the deadline published in the virtual campus, will not be accepted.

8. SCHEDULE

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

| Assessable activities | Deadline |
|--|----------|
| Activity 1- Differentiate business environment variables | Week 2 |
| Activity 2: Analyze Spanish business demographics | Week 4 |
| Activity 3- Business financial functions | Week 6 |
| Activity 4- Business marketing functions | Week 8 |
| Activity 5- Decision making criteria | Week 10 |
| Activity 6- Strategic thinking | Week 12 |
| Activity 7- Business plan | Week 15 |
| Activity 8- Exam | Week 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

Here is the recommended bibliography:

- BATEMAN, T. S. & SCOTT S. A. (2010). Management, leading and collaborating in a competitive world, McGraw-Hill.
- FERREL, O. C. (2011). Business: a changing world, McGraw-Hill.
- ROBBINS, S.P., COULTER, M. (2005). Management, Prentice Hall.
- STONER, J., FREEMAN, R.E. & GILBERT, D.R. (2007). Management, Pearson.
- TEMPLAR, R. (2011). The Rules of Management, Pearson
- WORTHINGTON, I. & BRITTON, C. (2006). The Business Environment, Prentice Hall.

10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.

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.