Universidad Europea

1. BASIC DETAILS

Subject	Principles of Business Management
Qualification	Global Bachelor´s Degree in International Business
School/Faculty	Social Sciences and Communication
Year	1º
ECTS	6
Type	Basic
Language(s)	English
Modality	On-campus
Semester	1st
Academic year	2024-2025
Coordinating professor	
Professor	

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. CONTENTS

- The company and its environment.

- Functions in the company, interconnection and synergies. Financial, marketing, operations and administrative functions.

- Decision making in the company. Fundamentals and consequences.

- From strategic planning to strategic management.

- Organizational design and organizational structures.

- The Management Function. Leadership and motivation.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies to be applied are as follows:

- Master classes
- Case studies
- Cooperative learning

6. EDUCATIONAL ACTIVITIES

Each of the educational activities to be carried out together with the number of hours students will dedicate to it is described below:

Campus-based modality:

Educational activity	Number of hours
Master classes	27h
Problem solving	16h
Case studies	10h
Oral presentations	10h
Collective activities	20h
External visits	10h
Tutorship sessions	10h
Asynchronous Master classes	12h
Formative assessment	10h
Autonomous work	25h
TOTAL	**150**

7. ASSESSMENT

The assessment systems, as well as their weight in the total grade of the subject, are listed below:

Campus-based:

Assessment system	Weighting
Knowledge Exam	45%
Case studies and problem solving	15%
Oral presentations	20%
Written reports	10%
Students' performance	10%

When you access the subject in the Virtual Campus, you will be able to consult in detail the assessed assignments that you must perform, as well as the submission dates and the assessment procedures for each of them.

7.1. First exam sitting

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

7.2. Second exam sitting

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 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.

8. SCHEDULE

To pass the course in the first exam period you the weighted average grade of all the activities listed in the table (or, where appropriate, those indicated by the teacher) must be equal to or greater than 5 out of 10; and you must obtain in the exams a grade equal to or greater than 5 out of 10.

Assessed assignments	Date
Activity 1	Week 1-5
Activity 2	Week 6-10

Activity 3	Week 11-15
Activity 4	Week 17
Exam	Week 16

This schedule may be modified for logistical reasons related to the assignments. Any modification will be notified to the student in a timely manner.

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. 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.