

Course Syllabus

Fundamentals of Business Organization

Year: 2018/2019

Code: 9966001202

Coordinating professor: Iván Oliver Hilliard

Degree program: Degree in Aerospace Engineering of aircrafts

School: Arquitectura, Ingeniería y Diseño

Languages: English

The mission of Universidad Europea de Madrid is to offer its students a holistic education, helping them become leaders and professionals capable of responding effectively to the needs of today's global world, adding value within their career fields, and contributing to social advancement through their entrepreneurial spirit and ethical integrity. We also strive to create and transfer knowledge through applied research, thus making our own contribution to progress and putting ourselves at the forefront of intellectual, scientific, and technological development.

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1. Basic information on the course/module

| | |
|---------------------------|---------------------|
| ECTS | 6 |
| Credit type | Degree requirements |
| Language | English |
| Delivery mode | Face to face |
| Trimester/Semester | First semester |

2. Presentation of the course/module

This course belongs to the “Business” module:

- Fundamentals of Business Organization 6 ECTS (second year)
- Aerospace Company Management 6 ECTS (second year)

The course topics are the study of companies and envelopment, business functionalities, fundamental economic unit, entrepreneurship, economy.

3. Competencies and learning outcomes

Core competencies:

- CB1: That students have demonstrated knowledge and understanding in a field of study that part of the basis of general secondary education, and is usually found at a level that, while supported by advanced textbooks, includes some aspects that will knowledge of the forefront of their field of study
- CB3: That students have the ability to gather and interpret relevant data (usually within their field of study) to make judgments that include reflection on relevant social, scientific or ethical

Cross-curricular competencies:

- CT16: To communicate and convey information, ideas and skills in the student's field of specialization, either in writing or orally, both to skilled and unskilled audiences (communication skills).
- CT17: Addressing the issues and challenges related to their area of expertise with flexibility, initiative, innovation, and dynamism (entrepreneurial profile).
- CT20: Take decisions, in advance, on what is need to be done, who should do it, and how it should be done.

Specific competencies:

- CE6: Adequate understanding of business concept, institutional and legal framework of the company. Business management and organization.

Notes: UNIQUE LEVEL: Competence developed at one level. Level 1 (N1): awareness about the importance of competences and basic application of it to several situations. Level 2(N2): interiorization and skillful handling of competences. Level 3 (N3): Full interiorization and handling of competences at any needed situation.

Learning outcomes:

- LO15: Given a management environment and organization, to analyze it and conceptualize it.
- LO16: To realize basic analysis of balances and income statements.
- LO17: To develop a basic marketing plan
- LO18: To develop a basic innovation plan

The table below shows the relation between the competencies developed during the course and the envisaged learning outcomes:

| Competencies | Learning outcomes |
|------------------------------|-------------------|
| CB1, CB3, CE6, CT16, CT17 | LO15 |
| CB1, CE6, CT20 | LO16 |
| CB3, CE6, CT20 | LO17 |
| CB3, CE6, CT20 | LO18 |

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

| Type of educational activity | Number of hours |
|--|-----------------|
| Lecture-based class | 20 h |
| Integration of team work | 60 h |
| Self-study | 50 h |
| Mentoring, academic monitoring and assessment | 20 h |
| TOTAL | 150 h |

To develop the competencies and achieve the learning outcomes, you will have to complete the activities indicated in the table below:

| Learning outcomes (columna H) | Learning activity (tus actividades) | Type of activity (columna M) | Content (tus contenidos) |
|--|--|---|--|
| LO1 Dado un entorno organizativo y de gestión, analizar el mismo y lo conceptualizar | Activity 1 | Self-study | Topic 1: The Company and Management |
| | Activity 2 | Integration of team work | Topic 2: The Businessperson & Theories of the Company Topic 5: Leadership & Motivation |
| | Activity 3 | Mentoring, academic monitoring and assessment | Topic 1: The Company and Management Topic 2: The Businessperson & Theories of the Company Topic 3: Company's Functional Areas Topic 4: Operation's Management I Topic 5: Leadership & Motivation |
| LO2 Realizar un análisis básico de un balance y cuenta de resultados | Activity 4 | Self-study | Topic 3: Company's Functional Areas |
| | Activity 1 | Self-study | |
| LO3 Elaborar un plan de marketing básico | Activity 5 | Integration of team work | Topic 3: Company's Functional Areas |
| LO4 Elaborar planes de innovación básicos | Activity 6 | Integration of team work | Topic 1: The Company and Management Topic 3: Company's Functional Areas Topic 4: Operation's Management I |

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

4. Monitoring and assessment

The following table shows the assessable activities, their respective assessment criteria, and the weight each activity carries towards the final course grade.

| Assessable activity | Assessment criteria | Weight (%) |
|---------------------|--|------------|
| Activity 1 | <ul style="list-style-type: none"> • Correct responses and quality of arguments • Suitable format • Meeting deadlines • Quality of written work | 15% |
| Activity 2 | <ul style="list-style-type: none"> • Correct responses and quality of arguments • Suitable format • Meeting deadlines • Effective work in teams | 10% |
| Activity 3 | <ul style="list-style-type: none"> • Appropriate responses • Coherency of arguments | 45% |
| Activity 4 | <ul style="list-style-type: none"> • Appropriate responses • Time management | 5% |
| Activity 5 | <ul style="list-style-type: none"> • Quality of arguments • Clear preparation and delivery • Clear and formatted powerpoint | 5% |
| Activity 6 | <ul style="list-style-type: none"> • Quality of arguments • Clear preparation and delivery • Clear and formatted powerpoint • Coherency between the different aspects of the business plan | 20% |

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

4.1. First exam period

To pass the course in the first exam period you should

Obtain a minimum mark of 5 over 10 in every evaluation method:

1. Exam
2. Subject Project
3. The average of the rest of the activities

A class attendance of 75% is required.

4.2. Second exam period

To pass the course in the second exam period you should

- Obtain a minimum mark of 5 over 10 in every evaluation method:
 1. Exam
 2. Subject Project
 3. The average of the rest of the activities

5. Bibliography

Here is the recommended bibliography:

- BATEMAN, T. S. & SCOTT S. A. (2010): Management, leading and collaborating in a competitive world, McGraw-Hill.
- ROBBINS, S.P., COULTER, M. (2005): Management, Prentice Hall.
- STONER, J., FREEMAN, R.E. & GILBERT, D.R. (2007): Management, Pearson.

6. How to communicate with your professor

Whenever you have a question about the content or activities, don't forget to post it to your course forum so that your classmates can read it.

You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send him/her a private message from the *Campus Virtual*. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.

It's a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

7. Study recommendations

When you study at university, you need to plan and be consistent from the first week. It's very useful to exchange experiences and opinions with professors and other students, as this will help you develop core competencies such as flexibility, negotiating skills, teamwork, and, of course, critical thinking.

To help you, we recommend using a general method of study based on the following points:

- Study systematically and at a steady pace.
- Attend class and regularly check the course forum on the *Campus Virtual* so that you keep up to date with what's happening.
- Participate actively in the course by sharing your opinions, doubts and experiences relating to the topics covered and/or suggesting new topics of interest for discussion.
- Read the messages posted by your classmates and/or professors.

Active participation in physical and virtual classroom activities is of special interest and academic value. You can participate in many different ways: asking questions, giving your opinion, doing all the activities your professor suggests, taking part in collaborative activities, helping your classmates, etc. This way of working requires effort, but it will help you get better results as you develop your competencies.