

1. OVERVIEW

Subject area	Business Organization and Management
Degree	Bachelor's Degree in Data Science
School/Faculty	Faculty of Science, Engineering and Design
Year	1 ^º
ECTS	6
Type	Core
Language(s)	Spanish
Delivery Mode	Campus-based/Online
Semester	2

2. INTRODUCTION

Business Organization and Management aims to teach students the core concepts on business management. This subject, part of the business section of the Degree in Data Science, provides a base for subject areas in other courses.

The subject matter is divided into six units which will progressively deal with business and business management.

The first unit is dedicated to how a business works and looks at core concepts related to the type of business and its activity. In this part, students will learn about the internal structure of a business.

The second unit deals with general and specific environments. This looks at factors which help a company to draw up its business strategy.

The third unit works on the administrative process, introducing the key areas involved in the administration of a business organisation: planning, organisation, management and control.

The fourth unit deals with one of the key roles of company directors: the decision-making process.

The fifth unit takes in business marketing, particularly in the digital environment. This will provide students with the tools necessary to value a business' online presence.

Finally, the sixth unit looks at the principles of accounting. This shows students the concepts and tools required to assess the financial situation of any company.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by the acronym in Spanish):

- CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Cross-curricular skills (CT, by the acronym in Spanish):

- CT1 - Ethical values: ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.
- CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt
- CT3 - Teamwork: ability to integrate and collaborate actively with other people, areas and/or organisations to reach common goals.
- CT4 - Written/spoken communication: ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements.
- CT5 - Analysis and problem-solving: be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations.
- CT6 - Adapting to change: be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations.
- CT8 - Entrepreneurial spirit: ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements.

Specific skills (CE, by the acronym in Spanish):

- CE15 - Ability to apply knowledge of the principles of organisation and management and understand the social, institutional and legal frameworks.
- CE16 - Ability to apply innovative strategies to projects and industrial activity by applying knowledge of the latest technology, new business models and knowledge management.

Learning outcomes (RA, by the acronym in Spanish):

- RA 1: Carry out collaborative projects to demonstrate the ability to lead and work effectively and efficiently as a team.
- RA 2: Describe the functions and processes to running a business.
- RA 3: Design a strategic business plan.
- RA 4: Assess the financial situation of a company and propose alternatives aligned with the strategy.
- RA 5: Draw up and analyse operational budgets.
- RA 6: Create a cost structure in a productive system and analyse costs for decision making.
- RA 7: Implement a business strategy using a balanced scorecard.
- RA 8: Design and manage the information of an industrial business or organisation using technology and management information systems.
- RA 9: Establish a business plan and project viability assessment for business entrepreneurship.
- RA 10: Analyse the implications that technological innovation can have on different administrations.

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
CB4, CB5 / CT1, CT2, CT3, CT4, CT5, CT6, CT8 / CE15, CE16	RA1, RA2, RA3, RA4, RA5, RA6, RA7, RA8, RA9, RA10.

4. CONTENTS

The subject matter is divided into six units:

- UNIT 1. The business: its environment and activities.
- UNIT 2. General and specific environment and strategic planning.
- UNIT 3. Administrative process
- UNIT 4. Decision making.
- UNIT 5. The role of marketing
- UNIT 6. Introduction to accounting.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Master lecture with participation.
- Case study.
- Collaborative learning.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Type of learning activity (AF, by the acronym in Spanish)	Number of hours
Master lectures and practical seminars	39
Problem-solving	8
Case studies and field studies	20
Debates and discussions	8
Learning contract (definition of interests, needs and objectives)	2
Autonomous learning	60
Tutorials	10
On campus knowledge tests	3
TOTAL	150 h

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the subject area, are as follows:

Assessment system	Weighting
On campus tests to evaluate objectives of theory/practical learning (exam-type objective tests, written compositions, spoken presentations, case studies/problem solving, debates, simulation tests)	55%
Off-site tests to assess theory/practical learning (case studies/problem solving)	20%
Attitude assessment tests (attitude assessment rules, class participation)	5%
Self- and co-assessment (learning contract, learning outcomes)	5%
Laboratory, workshop or simulation tests (activity reports, spoken presentations)	15
TOTAL	100%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

Students will not be able to pass the subject area if they **do not attend at least 50% of the lectures**.

Submissions beyond the deadline (date and time given) will not be accepted unless there is a justified reason.

Students will be penalised (or even disqualified) for any work in which a **plagiarism score above 20% is found**.

8. BIBLIOGRAPHY

The reference publication to accompany this subject area is:

- Andrés S. Suárez, Suárez." Introducción a la Economía de la Empresa" Ed. Pirámide.

- Castillo A.M., Abad I.M., Rastrollo M.A. (2007), Casos prácticos de administración y dirección de empresas. Ed. Pirámide.
- Enrique de Miguel, "Introducción a la Gestión (Management) Tomo II". Universidad Politécnica de Valencia
- Plan General de Contabilidad (RD 1514/2007).BOE
- Rey Pombo, J. (2009): Contabilidad General. 2ª edición. Editorial Paraninfo.
- Sánchez de Valderrama, J.L. (2008): Teoría y práctica de la contabilidad. 2ª ed. Madrid Ediciones Pirámide, D.L.
- VV.AA. (2012). Casos prácticos de Dirección estratégica. Editorial Pearson.