

## 1. OVERVIEW

<b>Subject Area</b>	Business Administration
<b>Degree</b>	Bachelor's Degree in International Management of Tourism and Leisure Companies
<b>School/Faculty</b>	Social Sciences
<b>Year</b>	First
<b>ECTS</b>	6
<b>Type</b>	Compulsory
<b>Language(s)</b>	Spanish
<b>Delivery Mode</b>	On-campus
<b>Semester</b>	Second semester

## 2. INTRODUCTION

This subject area aims to introduce students to the basic concepts of practical business administration, as well as the main decisions to be taken within the company. In particular, the focus is on defining the concept of an enterprise, the environment in which it operates and the role of management.

The subject area objectives are summarised as follows:

- The aim is for students to become familiar with the terminology of the discipline and to understand the need to incorporate knowledge from other disciplines (economics, psychology, mathematics and accounting, etc.)
- You will develop skills for analysing business problems, interpersonal skills such as teamwork and the presentation, defence and criticism of ideas.
- Students will learn a series of key concepts necessary for understanding the business reality and its problems, to lay the foundations for expanding on the content in subsequent subject areas and to understand the nature of the management function, with special attention to management activity.

## 3. SKILLS AND LEARNING OUTCOMES

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

- CB1: Students have shown their knowledge and understanding of a study area that builds on general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.

- 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.
- CB3: Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students can communicate information, ideas, problems and solutions to both expert and non-expert audiences.
- CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

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

- CT10 - Initiative and entrepreneurial spirit: Ability to undertake difficult or risky actions with resolve. Ability to anticipate problems, propose improvements and persevere to ensure they are implemented. Willingness to take on and carry out tasks.
- CT11 – Planning and time management: Ability to set objectives and choose the right means to fulfil them through efficient use of time and resources.
- CT13 - Problem solving: Ability to resolve an unclear or complex issue or situation which has no established solution and requires skill to reach a conclusion.
- CT03 - Ability to adapt to new circumstances: being able to evaluate and understand different points of view, taking different approaches to suit the situation.

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

- CE5 - Ability to value and apply principles of social responsibility within a company, paying particular attention to environmental management, in order to comply with the law and reinforce the image/production process of a company in the tourism industry.
- CE8 - Ability to master English at a professional level and have advanced knowledge of a second and third language.

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

- RA1: To design a business management process
- RA2: To monitor a real company, with special emphasis on the marketing area.
- RA3: To understand the key concepts related to previously mentioned skills

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

Skills	Learning outcomes
CB1, CB2, CB3, CB4, CB5, CT10, CT11, CT13, CT03, CE5, CE8	RA1: To design a business management process
CB1, CB2, CB3, CB4, CB5, CT10, CT11, CT13, CT03, CE5, CE8	RA2: To monitor a real company, with special emphasis on the marketing area.
CB1, CB2, CB3, CB4, CB5, CT10, CT11, CT13, CT03, CE5, CE8	RA3: To understand the key concepts related to previously mentioned skills

## 4. CONTENTS

- Analysis of the company at a microeconomic level.
- Business environment.
- Management and strategic planning.
- Business organisation.

## 5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lectures
- Collaborative learning
- Case studies

## 6. LEARNING ACTIVITIES

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

### On-campus:

Learning activity	Number of hours
Attendance and active participation in class	62.5
Guided work (tutorials, monitoring of learning)	12.5
Independent working by the student	50
Group work	25
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

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

### On-campus:

Assessment system	Weighting
Assignments and reports	20%
Oral presentations	15%
Practical exercises	20%
Knowledge tests	45%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment tasks, including deadlines and assessment procedures.

## 8. BIBLIOGRAPHY

The works of reference for following up this subject area are:

- Cuervo García, A. & Vázquez Ordás, C. (2008). *Introducción a la administración de empresas*. Navarra: Thomson.

The recommended bibliography is indicated below:

- Aguirre, A., Castillo, A.M. & Tous, D. (2009). *Administración de organizaciones en el entorno actual*. Madrid: Pirámide.
- Bueno, E. (2010). *Curso básico de Economía de la Empresa: Un enfoque de organización*. Madrid: Pirámide.
- Chiavenato, I. (2006). *Introducción a la teoría general de la Administración*. México: Mc Graw Hill.
- Hodge, B.J., Anthony, W.P., Gales, L.M. (2005). *Teoría de la organización. Un enfoque estratégico*. Madrid: Prentice-Hall.
- Robbins, S.P., Coulter, M. (2005). *Administración*. México: Prentice-Hall.