

1. OVERVIEW

Subject area	Personal and Professional Effectiveness
Degree	Bachelor's Degree in Business Administration and Management
School/Faculty	Faculty of Social Science and Communication
Year	1º
ECTS	6
Type	Compulsory
Language(s)	Spanish/English
Delivery mode	On campus/Online
Semester	1º
Year	2024-2025
Coordinating professor	Moisés Ruiz

2. INTRODUCTION

Personal and Professional Effectiveness is a compulsory subject area within the Bachelor's Degree in Business Administration and Management submitted in the first year, worth six ECTS credits.

The importance of this subject area within the curriculum is clear, given that we are training future experts in business administration and management who need to be able to make decisions in the face of the various ethical conflicts that may arise in their professional practice, which requires knowing how to make critical judgements on personal and group issues. This includes potential interpersonal conflicts that may arise, which must be dealt with objectively, assertively and empathetically.

3. LEARNING OUTCOMES

Knowledge (CON, by the acronym in Spanish)

CON2. Identify the key, relevant information, data and trends, materials and human resources needed for business management and the launching of business initiatives in order to offer solutions with regard to decision-making in business.

- Discern in the face of an ethical dilemma by means of reasoned and justified arguments.
- Recognise and take on consequences that result from their own and others' actions.
- Recognise and deal with interpersonal conflicts.

Abilities (HAB, by the acronym in Spanish)

HAB1. Critically analyse concepts and theories of business management, interpreting economic, tax, financial and legal data with regard to organisations.

- To analyse cases related to their professional activity from an ethical point of view, making decisions and defending them rationally.
- Make valuable judgements on one's own attitudes and behaviours, as well as those of others, based on the standards set.

HAB2. Solve problems and practical cases using mathematical and data analysis techniques and tools to

solve economic issues. Use basic calculus, algebra and programming methods to gain a better understanding of the operational functioning of the company and its environment.

- Apply theoretical knowledge to professional practice.
- Solve problems based on principle or information.
- Show proficiency when dealing with new problems and find solutions independently.
- Use information, resources and technologies independently to achieve the learning objectives.
- Participate and collaborate actively in work groups.
- Solicit ideas and opinions for joint decisions and plans.
- Take on shared responsibilities in group projects.

Skills (COMP, by the acronym in Spanish):

COMP05. Consider and apply principles of ethics and social responsibility, paying particular attention to environmental management and respect for human rights, in compliance with current law and as an opportunity to reinforce the company's image and production process.

COMP06. Communicate and negotiate in the professional context of business administration and when identifying and implementing processes, systems or certifications that ensure quality service and products.

4. CONTENTS

- Ethical approaches in different fields of professional activity.
- Independent learning and self-regulation in your personal life and professional practice.
- Key skills to organising and managing work teams.

5. TEACHING/LEARNING METHODS

- Service-learning.
- Case studies
- Problem-based learning.
- Project-based learning.

6. LEARNING ACTIVITIES

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

On campus mode:

Learning activity	Number of hours
Search for resources and choosing information sources	30h
Debates and discussions	15h
Individual applied activities: problems, case studies, projects	30h
Report writing, strategy development, knowledge tests and formative assessment	15h
Tutorials	6h
Independent working	54h
TOTAL	150h

Online mode:

Learning activity	Number of hours
Search for resources and choosing information sources (distance learning)	30h
Debates and discussion (distance learning)	15h
Individual applied activities: problems, case studies, projects (distance learning)	30h
Report writing, strategy development, knowledge tests and formative assessment (distance learning)	15h
Online tutorials (distance learning)	6h
Independent study (distance learning)	54h
TOTAL	150

7. ASSESSMENT

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

On campus mode:

Assessment system	Weighting
Classroom activities	45%
Knowledge test	55%
Total	100%

Online:

Assessment system	Weighting
Classroom activities	45%
Knowledge test	55%
Total	100%

On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, you must achieve a grade of at least 5.0 out of 10.0 as the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 4.0 in the final test for it to be included in the weighting with the other activities.

7.2. Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period (resits), you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 4.0 in the final test for it to be included in the weighting with the other activities.

Any activities not passed in the ordinary exam period must be submitted after receiving the relevant corrections and feedback from the teacher. Students must also submit any activities that were not submitted in the first place.

8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessment activities	Date
Activity 1	Last week of October
Activity 2	First week of December
Activity 3	Second week of January
Knowledge test	Last week of January

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

9. BIBLIOGRAPHY

The reference material for the subject area is as follows:

- Ética y desarrollo profesional. L. Bohorques. Tirant Humanidades .Barcelona 2014
- Ética, Deontología y Responsabilidad social empresarial. VV.AA.: ESIC. Madrid, 2020
- El poder de un equipo positivo. Alfonso Bargañó. Empresa activa. Barcelona. 2019

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.
3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.
4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

Students who need educational support can contact us at: orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the survey area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course. Many

thanks for taking part.