

1. OVERVIEW

Subject area	Business Management
Degree	Bachelor's Degree in Business Administration
School/Faculty	Faculty of Social Science and Communication
Year	Second
ECTS	6 ECTS
Type	Core
Language(s)	Spanish/English
Delivery mode	On campus/Online
Semester	First semester
Year	2024-2025
Coordinating professor	Ana María Villagrasa Mejía

2. INTRODUCTION

Business Management is a core requirement course in the second year of the Bachelor's Degree in Business Administration, and is worth six ECTS credits. Given its introductory nature, all its content is fundamental, hence the need for a course of these characteristics in Business Administration study programs.

The general aim of the Business Management course is for the student to know and understand the basic administrative process and how it works in practice. For this purpose, the course covers the evolution of administrative thought up until the present day, as well as the decision-making process involved in running a business and the aspects of planning, organization, management and control.

3. LEARNING OUTCOMES

Knowledge (CON, by the acronym in Spanish):

CON1. Define the fundamental concepts of business, entrepreneur and the business environment, as well as the key functional areas of a company such as organisation in a market economy.

- Understand the basic concepts of the administration of a business and its environment, as well as the main functions of the administrative process.

Abilities (HAB, by the acronym in Spanish):

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.

- Analyse case studies and cooperative activities that demonstrate that the student has learned the concepts described above.

Skills (COMP, by the acronym in Spanish):

COMP01. Define, apply and explain the process of general management, identifying its different stages: planning, organisation, management and control.

4. CONTENTS

This subject area is organised into six learning units, each with the following topics:

- The administration function of a business.
- Decision-making in business. Foundations and implications.
- From strategic planning to strategic management.
- Organisational design and structures.
- The management function.
- The control function.

5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

- **On campus mode**
 - Case studies
 - Collaborative learning
 - Lectures
- **Online mode**
 - Case studies
 - Collaborative learning
 - Lectures via online seminars

6. LEARNING ACTIVITIES

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

On campus mode:

No.	Learning activity	Number of hours	% of attendance
1	Lectures	40	100%
2	Autonomous work	30	0%
3	Oral presentations	10	100%
4	Case analysis and problem solving	10	25%

5	External visits/stays	5	100%
6	Group work	25	25%
7	Knowledge tests	5	100%
8	Tutorials	15	80%
9	Written reports	10	5%
	TOTAL	150h	

Online mode:

	Learning activity	Number of hours	% of attendance
1	Online seminars	5h	0.0%
2	Reading course material and consulting complementary resources	22,5h	0.0%
3	Individual applied activities: problems, case studies, projects	35h	0.0%
4	Collaborative applied activities.	12,5h	0.0%
5	Tutorials	17,5h	0.0%
6	Self-assessment questionnaires and knowledge tests	7,5h	50.0%
7	Autonomous learning	50h	0,0h
	TOTAL	150h	

7. ASSESSMENT

To pass the course, it is mandatory to have obtained a minimum score of 5 out of 10 in the knowledge test, as well as a minimum average of 5 out 10 for all the work submitted and the project.

Work submitted after the deadline will not be assessed (except in duly justified cases), and neither will any work that does not comply with the instructions given by the professor.

To pass the course, the student must obtain a weighted average grade of at least 5 out of 10 corresponding to all activities

Assessment system	Weighting
Knowledge test.	50%
Case studies and activities.	30%
Final project.	20%

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

7.1. First exam period

To pass the subject in ordinary call you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject. It is necessary to pass each knowledge test with a minimum grade of 5.0 out of 10.0.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final test, so that it can be averaged with the rest of the activities.

7.2. Second exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10.

In any case, you will need to obtain a grade of at least 5 in the knowledge test in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must submit the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not submitted in the first place.

8. SCHEDULE

This table shows the submission deadline for each assessable activity of the course:

Assessment activities	Date
Activity 1.	Week 2
Activity 2.	Week 5
Activity 3.	Week 8
First knowledge test	Week 9
Activity 4	Week 12
Second knowledge test	Week 15
Final project.	Week 16-18

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The reading list for the course is:

Basic reading:

- Robbins, S. y Coulter M. (2021). Management. 15th Edition. Ed. Pearson.
- Koontz, H. Weihrich, H., Cannice, M.V. (2019). Essentials of Management. An International, Innovation and Leadership Perspective. 11th edition. McGraw Hill.

Recommended reading:

- Sánchez, G. (2020) Administración de Empresas 3ª Ed. Editorial Pirámide.
- Garrido, S. Romero, M. (2021). Fundamentos de gestión de empresas. 2ª Ed. Editorial: Ramón Areces.
- Griffin, R.W. (2021). Management. 13th Ed. South-Western Cengage Learning.
- Hernández, M.J. (2020) Administración de Empresas. 3ª Edición. Ed. Pirámide.
- Muñoz, F. and Sánchez, M.J. (2015). Teoría y Práctica de la administración de empresas. 5 Aranzadi Editorial.
- Priede, T.; López-Cózar, C. and Benito, S. (2010). Creación y desarrollo de empresas. Pirámide: Madrid.
- Robbins, S. (2014). Administración. Ed. Pearson.

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.