

1. BASIC INFORMATION

Course	Business Management
Degree program	Bachelor's Degree in Business Administration
School	Social Sciences and Communication
Year	2
ECTS	6 ECTS
Credit type	University Core Requirement
Language(s)	English
Delivery mode	Campus-based / Online
Semester	1
Academic year	2024-2025
Coordinating professor	Ana María Villagrasa

2. INTRODUCTION

Business Administration 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 Administration 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

KN01. Define the fundamental concepts about the company, the entrepreneur, and its environment, as well as the main functional areas and problems of the company as an organization in a market economy.

KN02. Understand the basic concepts about the administration of the company and its environment, as well as the main functions of the administrative process.

Skills

SK01. Solve problems and practical cases using mathematical and data analysis techniques and tools to solve economic problems and use basic calculation, algebra and programming methods that allow a better understanding of the operational functioning of the company and its environment.

SK02. Analyze cases and cooperative activities that will demonstrate that the student has acquired the concepts described in the previous section.

Competences

CP01. Define, apply and explain the general management process and identify the different phases that comprise it: planning, organization, management and control.

4. CONTENT

The course content is divided into six learning units:

- The company's administration function.
- Decision making in the company. Foundations and implications.
- From strategic planning to strategic management.
- Organizational design and organizational structures.
- The management function.
- The control function

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

Campus-based

- Case study method
- Cooperative Learning
- Lecture-based classes

Online

- Case study method
- Cooperative Learning
- Lecture-based classes via online seminar

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based model:

Learning activity	Number of hours	% presence
Master lessons	40	100%
Autonomous work	30	0%
Oral presentations	10	100%
Case analysis and problem solving	10	25%
External visits/stays	5	100%
Participatory group activities	25	25%
Knowledge tests	5	100%
Tutorships	15	80%

written reports	10	5%
TOTAL	150h	

Online mode:

Learning activity	Number of hours	% presence
Online seminar	5h	0,0%
Reading topics and consulting complementary resources.	22,5h	0,0%
Individual activities: problems, cases, projects.	35h	0,0%
Collaborative application activities.	12,5h	0,0%
Advisory sessions	17,5h	0,0%
Self-assessment questionnaires and knowledge tests	7,5h	50,0%
Independent study	50h	0,0%
TOTAL	150	0,0%

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.

Campus-based and online assessment system	Weight
Knowledge test	50%
Cases 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:

Assessable 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. READING LIST

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.

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

From the Educational Guidance and Diversity Unit (ODI) we offer support to our students throughout their university life to help them achieve their academic achievements. Other pillars of our actions are the inclusion of students with specific educational support needs, universal accessibility on the different campuses of the university and the equalization of opportunities.

This Unit offers students:

1. Accompaniment and monitoring by providing personalized advice and plans to students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, in those students with specific educational support needs, thereby pursuing equity of opportunities for all students.
3. We offer students different extracurricular training resources to develop various skills that will enrich their personal and professional development.
4. Vocational guidance by providing tools and advice to students with vocational doubts or who believe they have made a mistake in choosing a degree

Students who need educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys to help us detect strengths and areas for improvement in relation to faculty, the degree program and the teaching-learning process.

The surveys will be available in the survey section of your virtual campus or through your email account.

Your feedback is necessary to improve the quality of the degree program.

Thank you very much for participating.