

1. BASIC INFORMATION

Course	BUSINESS FUNDAMENTALS
Degree program	ADE GLOBAL BACHELOR'S DEGREE
School	FACULTY OF SOCIAL SCIENCES
Year	FIRST
ECTS	6
Credit type	BASIC
Language(s)	ENGLISH
Delivery mode	ON SITE
Semester	S1
Academic year	2025-2026
Coordinating professor	MARÍA VICTORIA MARTÍN
Professor	VERÓNICA TEJERO, VICTORIA MARTÍN

2. PRESENTATION

A corporation constitutes an organized entity that primarily aims to engender value for its clientele in the form of commodities and amenities, with the emphasis on efficiency to reduce costs and ultimately, secure profit margins. While corporations can manifest in a variety of forms and operate in diverse industries or markets, their management encompasses fundamental functions such as:

1. **Planning:** This involves decision-making processes, strategic management, marketing initiatives, among others.
2. **Organizing:** This includes the establishment of an efficient structure and effective human resources management.
3. **Leading:** This encompasses team management, leadership, etc.
4. **Controlling:** This covers areas such as finance and accounting.

These procedures are undertaken in consideration of the corporation's internal and external environments, spanning across various departments or functional areas such as finance, marketing, operations, and administration. These areas will be introduced and explored further throughout this course.

Moreover, it's important to note that the digital revolution has significantly altered the landscape in which all corporations operate, influencing their business models. As a consequence, fostering innovation, creativity, and effective change management have become critical.

The course is designed to be comprehensive, requiring no prior knowledge or expertise in these areas from the participants, apart from a fundamental understanding of business economics. Nevertheless, given the cumulative nature of the course content, it is imperative for students to maintain regular class attendance in order to assimilate and comprehend the material effectively.

3. LEARNING OUTCOMES

• LEARNING OUTCOMES OF THE DEGREE PROGRAMME

Skills

SK01: Ability to identify and understand the accounting area within the company and apply the various tools available for its management, as well as to know the main relationships with other departments.

SKB02: Ability to identify and understand the human resources area within the company and apply the various tools available for its management, as well as to know the main relationships with other departments.

SK03: Ability to identify and understand the marketing and sales area within the company, apply the various tools available for their management, as well as to know the main relationships with other departments.

SK04: Ability to identify and understand the production area within the company and apply the various tools available for its management, as well as to know the main relationships with other departments.

Competences

CP01: Ability to know and understand the concept of a company and an entrepreneur, and their role in a market economy.

CPT01: Create new ideas and concepts from known ideas and concepts, reaching conclusions or solving problems, challenges, and situations in an original way. CSV: 753824422955775145629451 - Verifiable at <https://sede.educacion.gob.es/cid> and Citizen Folder at <https://sede.administracion.gob.es>

CPT02: Convey messages (ideas, concepts, feelings, arguments), both orally and in writing, strategically aligning the interests of the various parties involved in communication.

CPT04: Influence others to guide and lead them towards specific goals and objectives, taking their viewpoints into consideration, especially in situations arising from today's volatile, uncertain, complex, and ambiguous (VUCA) environments.

CPT05: Cooperate with others to achieve a shared goal, actively participating, showing empathy, and practicing active listening and respect for all members.

CPT06: Integrate analysis with critical thinking in a process of evaluating different ideas or possibilities and their potential for error, based on evidence and objective data that lead to effective and valid decision-making.

CPT07: Adapt to adverse, unexpected, or stressful situations, whether personal or professional, overcoming them and even turning them into opportunities for positive change.

CPT08: Show ethical behavior and social commitment in the performance of professional activities, as well as sensitivity to inequality and diversity.

• **LEARNING OUTCOMES OF THE SUBJECT**

- Understanding of the basic concepts of the company and its environment, as well as the main functional areas of the company as an organization.
- Carrying out cases and cooperative activities to demonstrate that the student has acquired the concepts described in the previous section.

4. CONTENT

- The company and its environment.
- The figure of the entrepreneur.
- Functions within the company, interconnection, and synergies.
- The financial function of the company.
- The marketing function.
- The operations function.
- The administration function.

5. TEACHING-LEARNING METHODOLOGIES

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

- Lectures
- Case Method
- Cooperative Learning

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 mode:

Learning activity	Number of hours
Lectures	26
Asynchronous Lectures	14
Independent work	30
Oral presentations	10

Case analysis and problem solving	20
Visits / external stays	5
Group participatory activities	25
Knowledge tests	5
Tutoring	15
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	35%
Case analysis and problem solving: In-class	15%
Reports and written assignments: Internships and visits	25%
Oral presentations: Final project	25%
Total	100%

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 course in the first exam period, you must obtain a final course grade **greater than or equal to 5 out of 10 in the final grade (weighted average)** of the subject.

In any case, you will need to obtain a grade greater than or equal to 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least **60% of their class attendance** as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

7.2. Second exam period

To pass the subject in the extraordinary examination, 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.

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

Uncompleted activities or not successfully completed (graded +5) from the ordinary examination must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

These activities have to be sent to the professor prior to the second exam.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Class activities	Weekly
Class discussions	Weekly
Visit to a company	Week 4
Visit to Valencia Digital Summit (VDS)	Week 6
Visit to Valencia Port	Week 9
Visit of a company located in Valencia	Week 11
Final Project: Create a company	All the course
Project presentation	Week 16
Final Exam	UE will fix the date

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 main reference work for this subject is:

- Kinichi, A., Breaux, D., : Management. A practical Introduction (10th Edition). McGraw Hill

Recommended bibliography is indicated below:

- Robbins, S., DeCenzo, D., & Coulter, M. (2015): Fundamentals of Management: Essential Concepts and Applications (9th Edition). Pearson Education.
- Boddy, D. (2017): Management: An Introduction (7th Edition). Pearson Education.
- Keegan, W., Green, M., (2013): Global Marketing (7th Edition). Pearson Education.

10. EDUCATIONAL GUIDANCE AND DIVERSITY AND INCLUSION UNIT

From the Educational Guidance and Diversity and Inclusion Unit (EGDI) we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

Orientacioneducativa.uev@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.

