

## 1. BASIC INFORMATION

<b>Course</b>	Business Administration
<b>Degree program</b>	Business Administration (Global Bachelor's Degree)
<b>School</b>	Faculty of Social Sciences
<b>Year</b>	2nd
<b>ECTS</b>	6
<b>Credit type</b>	Basic
<b>Language(s)</b>	English and Spanish
<b>Delivery mode</b>	On site
<b>Semester</b>	First semester
<b>Academic year</b>	2024-2025
<b>Coordinating professor</b>	Victoria Martín Laguarda
<b>Professor</b>	Prof Canan Ceylan. Prof Victoria Martín Laguarda

## 2. PRESENTATION

This course is an extension of the Business Fundamentals course, which is designed to further students' understanding of the key concepts, models, debates, and problems in the study of business administration and management.

The course aims to:

- Provide a comprehensive review to the key elements of the business organization, competing theories and models of the firm and its environment, and to provide a critical perspective on the main functional areas of management and administration;
- Build knowledge on the different theoretical approaches to management and decision making;
- Develop analytical skills to identify the links between the functional and strategic areas in management, organizations and business environment.

## 3. LEARNING OUTCOMES

### LEARNING OUTCOMES OF THE DEGREE PROGRAMME

## Competencies

- **CP01:** Ability to understand the concept of a company and entrepreneur, and their role within a market economy.
- **CP02:** Ability to gather and interpret information to construct and implement a strategic plan: external and internal strategic analysis; formulation, selection, and implementation of corporate and competitive strategies; and strategic control.
- **CP04:** Ability to define, apply, and explain the management process, identifying its various stages: planning, organising, managing, and controlling.
- **CPT02:** Ability to convey messages (ideas, concepts, feelings, arguments), both orally and in writing, strategically aligning the interests of the various stakeholders involved in communication.
- **CPT04:** Ability to influence others to guide and lead them towards specific objectives and goals, taking into account their perspectives, particularly in situations arising from today's volatile, uncertain, complex, and ambiguous (VUCA) environments.
- **CPT06:** Ability to integrate analysis with critical thinking in evaluating different ideas or possibilities and their potential for error, relying on evidence and objective data to make effective and valid decisions.
- **CPT08:** Demonstrate ethical behaviour and social responsibility in the performance of professional activities, along with sensitivity to inequality and diversity.

## LEARNING OUTCOMES OF THE MODULE

- Understanding of the basic concepts of business administration and its environment, as well as the primary functions of the administrative process.
- Completion of case studies and cooperative activities that demonstrate the student's acquisition of the concepts outlined in the previous section.

## 4. CONTENT

- The administrative function of the company.
- Decision-making in the company: fundamentals and implications.
- From strategic planning to strategic management.
- Organisational design and structures.
- The management function.
- The control function.

## 5. TEACHING-LEARNING METHODOLOGIES

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

- Lectures
- Case method
- Collaborative 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	27
Asynchronous lectures	13
Independent work	30
Oral presentations	10
Case analysis and problem solving	10
Report and Essay Writing	10
Group participatory activities	25
Visits/external stays	5
Knowledge tests	5
Tutoring	15
<b>TOTAL</b>	<b>150</b>

## 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
Test of knowledge	45%
Case analysis and problem solving	20%
Reports and written assignments and visits	25%
Oral presentations	10%
Reflexive diary	0%
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. Ordinary call

To pass the course in the first assessment period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at **5.0 in the final assessment in order for it to count towards the final grade** along with all the grades corresponding to the other activities. Any uncompleted activities will be graded with a grade of 0, and it will not be possible to complete them outside the established deadline.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of your degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least **50% 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. Final assessment period

To pass the course in the second assessment period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final assessment in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must **deliver the activities not successfully completed in the first assessment period** after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

These activities will be sent to the professor **3 days in advance** to the final assessment.

Activities carried out outside the classroom such as visits, events or professional talks are not recoverable. Neither are activities that evaluate attitudes (attendance, participation and exercises and activities carried out in class). Activities carried out in groups that need to be recovered must be carried out individually. In any case, the professor will inform to all the students about which activities will be graded for the final assessment.

## 8. SCHEDULE

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

Assessable activities	Deadline
Activity 1. Discussion at class	Week 2
Activity 2. Visit a showroom	Week 4
Activity 3. Visit of a company	Week 6
Activity 4 . Visit to Valencia Digital Summit	Week 7
Activity 5. Discussion at class	Week 8
Activity 6.	Week 10
Activity 7. Transversal activity	Week 13
Activity 8. Weekly discussions at class	Week 15

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:

Boddy, D. (2017). *Management: An Introduction* (7th ed). Pearson.

Other **recommended sources** are:

Certo, S. C. & Certo, S. T. (2019). *Modern Management: Concepts and Skills* (15<sup>th</sup> ed). Pearson.

Kinicki, A. & Breaux Soignet, D. (2022). *Management: A Practical Introduction* (10th ed). McGraw-Hill.

Robbins, S. P., DeCenzo, D. A. & Coulter, M. K. (2015). *Fundamentals of Management* (9th ed.). Pearson.

**Additional web-based sources:**

Anon (2012). *An Introduction to Business*. Creative Commons. Available on <https://2012books.lardbucket.org/books/an-introduction-to-business-v2.0/>

Anon (2019). *Principles of Management*. OpenStax. Available on <https://openstax.org/details/books/principles-of-management>

**Online business magazines (may require a subscription):**

Harvard Business Review Online. Available on <https://hbr.org/>

Business Week from Bloomberg. Available on <https://www.bloomberg.com/businessweek>

Inc. Magazine. Available on <https://www.inc.com/>

Fortune Magazine. Available on <https://fortune.com/magazine/>

Business Leader. Available on <https://www.businessleader.co.uk/>

Eco-Business Magazine. Available on <https://www.eco-business.com/>

Supplementary reading and resources will be provided by the lecturer during the course.

## 10. EDUCATIONAL GUIDANCE, DIVERSITY UNIT AND INCLUSION

From the Educational Guidance, Diversity and Inclusion Unit 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](mailto: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.