

## 1. BASIC INFORMATION

<b>FUNDAMENTALS OF BUSINESS ADMINISTRATION</b>	<b>FUNDAMENTALS OF BUSINESS ADMINISTRATION</b>
Degree program	Economics Degree
School	Economic, Business and Communication Sciences
Year	1 <sup>º</sup>
ECTS	6
Credit type	Basic
Language(s)	English
Delivery mode	In person
Semester	S5
Academic year	2025-2026
Coordinating professor	Dr. Máximo Cortés

## 2. PRESENTATION

This course provides students with a solid understanding of the essential principles of business management. Applying a blend of theoretical and practical approaches, students will learn to plan, organize, direct, and control operations in an organizational setting. This course is highly versatile, exploring decision-making processes, organizational reporting analysis, leadership, human resource management, and business strategy.

## 3. COMPETENCIES AND LEARNING OUTCOMES

### KNOWLEDGE:

CON04. Identify the principles and tools of business management.

- Identify the behaviour of economic agents.
- Define the subjects that intervene in business activities and the regulations that govern their activity.
- Distinguish the basic concepts of company management and its context, as well as the main tasks involved in the management process.
- Solve cases and cooperative activities to demonstrate that the student has acquired the concepts described in the previous section.

### SKILLS:

HAB04. Analyse economic/financial, marketing and human capital business operations within organisations leading to continuous improvement and good governance.

- Solve situations in the business context by means of extended and sustained arguments or procedures, developing creative and innovative ideas.
- Design a plan for every operational area of an organisation. Business plan.

#### **COMPETENCIAS/COMPETENCIES:**

- COMP12. Manage the management tools available in the area of administration and finance in international business environments.
- COMP18. Describe and examine the international business process and its different phases: planning, organisation, management and control.

## **4. CONTENT**

- Basic principles of administration and company management.
- Organisational design and structures.
- Commercial operations and the marketing plan.
- Production operations and the production and logistics plan.
- Human resources operations. HR master plan.
- The economic/financial role. The financial control role for decision-making.

## **5. TEACHING-LEARNING METHODOLOGIES**

- Masterclass
- Case study
- Problem-based learning
- Project-based learning
- Simulation environments
- Service 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:**

<b>Learning activity</b>	<b>Number of hours</b>
Master Classes	12
Practical application seminars	18
Case studies	14
Oral presentation of work	4
Preparation of reports and written papers	16
Research and projects	8

Independent work	56
Debates and colloquiums	8
Face-to-face assessment tests	12
<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
In-person assessment tests	50%
Reports and written reports	10%
Case/problem	30%
Strategy and intervention plan design work	10%

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 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 exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

### 7.2. Second exam period

To pass the course in the second exam 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 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.

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

## 8. SCHEDULE

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

Assessable activities	Deadline
Activity 1 -2	Week 1 - 7
Activity 2 – 4	Week 8 - 10
Activity 3 – 5	Week 3 - 15
Exam	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 following is a recommended bibliography:

- Bueno, E. (2011). *Curso Básico de Economía de la Empresa*, Pirámide, Madrid.
- Casado, J.M. (2003). *El valor de la persona. Nuevos principios para la gestión del capital humano*. Editorial Financial Times-Prentice Hall, Madrid.
- Durbán, S. (2008). *Dirección Financiera*. McGraw-Hill, México.
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- González, F.J. (2006): *Creación de empresas. Guía del emprendedor*. Pirámide. Madrid.
- Kotler, P. (2015). *Fundamentos de Marketing*. Editorial Addison-Wesley, Madrid.
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- Maynar, P. y otros (2008): *La Economía de la Empresa en el espacio europeo de educación superior*. McGraw Hill Interamericana, Madrid.
- Miranda, F.J. (2004). *Manual de dirección de operaciones*. Ediciones Paraninfo, Madrid.
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- Ollé, M. y otros (1997): *El plan de empresas. Cómo planificar la creación de una empresa*. Editorial Marcombo. Boixareu Editores. Barcelona.
- Pérez Gorostegui, E. (2014). *Fundamentos de Economía de la Empresa*. Editorial Universitaria Ramón Areces, Madrid.
- Pérez Gorostegui, E. (2017). *Curso de economía de la empresa. Introducción*. Editorial CERA, Madrid.

- Priede, T.; López-Cózar, C y Benito, S. (2010). *Creación y desarrollo de empresas*. Pirámide, Madrid.
- Sainz de Vicuña, J.M. (2015). *Plan de marketing en la práctica*. Editorial ESIC, Madrid.
- Santesmases, M. (2012). *Marketing: Conceptos y estrategias*, Editorial Pirámide, Madrid.
- Suárez, A. (1994). *Curso de Introducción a la Economía de la Empresa*, Pirámide, Madrid.
- Suárez, A. (2005): *Decisiones óptimas de inversión y financiación en la empresa*. Editorial Pirámide, Madrid.

## 10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity 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@universidadeuropea.es](mailto:orientacioneducativa@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.