

Academic Year: ( 2022 / 2023 )

Review date: 17-05-2022

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Basic Core ECTS Credits : 6.0

Year : 1 Semester : 2

Branch of knowledge: Social Sciences and Law

## OBJECTIVES

The instructive objectives of this course are the following:

- To explain the concepts, models and techniques associated to the Management and Administration of Business.
- To understand and analyse the context in which companies and organizations develop their activities.
- To apply relevant measurement systems for the different functional areas of the company, which may contribute to the problem identification and solving.
- To understand the company's planning process.

At the same time, students will have to develop the following aptitudes:

- To know how a company is managed.
- To differentiate between enterprise and entrepreneur.
- To analyse the company from its functional areas.
- To develop a critical thought from the research, analysis and interpretation of the company's problems.
- To show the ability to communicate written and orally.

The professional competences that students will acquire are:

- To apply the Management of Business knowledge to solve current practical problems.
- To explore the factors that determine the company's success and failure.
- To apply the planning tools that improve the individual and collective performance.
- To apply the different Management of Business basic functions such as planning, organization, management and control.
- To integrate the concepts of Management, Organizational Behaviour, Finance, Operations Management and Marketing in solving specific problems.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. The firm: the business and its environment
2. Corporate governance. Types of firms and objectives
3. Value creation and strategy
3. The function of production
4. The marketing activity
5. The financial function. Investment and financing decisions
6. The management of the company and human resources management

## LEARNING ACTIVITIES AND METHODOLOGY

The competences of knowledge and the attitudes will be acquired through magisterial sessions, discussion of cases individually and in class and the preparation of other kind of practices. The magisterial lectures are aimed to teach the necessary technical knowledge. The understanding of the subject is reinforced with the exercises and the discussion of real cases.

The 6 ECTS credits of the course are distributed as follows: 3 credits are assigned to the lectures, 2 credits concern the individual work, exercise resolution and participation in all the activities of the subject, and 1 credit for the individual work on the resolution of real cases.

## ASSESSMENT SYSTEM

It is divided into two parts:

- Continuous evaluation (40%). Practice activities and Business Plan (developed in groups).
- Final exam (60%). The assessment criteria will be theoretical-practical, aimed to assess the level of knowledge and competences that the students have acquired. It is obligatory to do it. It is compulsory to achieve minimum 4 points over 10.

**% end-of-term-examination:** 60

**% of continuous assessment (assignments, laboratory, practicals...):** 40

## BASIC BIBLIOGRAPHY

- Cuervo García, A. (2008) Introducción a la Administración de Empresas, Civitas.
- Rodríguez-Márquez, A., Nieto, MJ., Fernández, Z. y Revilla, A. (2014) Manual de Creación de Empresas, Thomson Reuters.

## ADDITIONAL BIBLIOGRAPHY

- Grant, R.M. Dirección Estratégica: Conceptos, técnicas y aplicaciones. Octava edición , Thomson, 2014
- Montoro, M.A., Díaz, I., Martín de Castro, G. Fundamentos de administración de empresas, Civitas-Thomson Reuters, 2020 (4ªed.)