

Academic Year: ( 2023 / 2024 )

Review date: 23-04-2023

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

Training objectives:

- To know the main concepts, models and techniques of business management and.
- To interpret and analyze the context in which companies and organizations develop their activities.
- To understand the importance of the company creating value and the ways in which it can do so.
- To know the most relevant aspects of the different functional areas of the company.

Capabilities

- To understand the basic aspects of business management.
- To understand the role of the entrepreneur.
- To assimilate the importance of identifying and attending to the interests of the different stakeholders of the company.
- To solve concrete problems related to finance, operations and marketing.
- To develop critical thinking applied to the analysis and interpretation of business problems.
- To communicate in writing and orally.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. General concepts: business nature and its functions
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.

Students also have to elaborate a work in groups about a firm, in which they apply the contents analyzed in the subject.

## ASSESSMENT SYSTEM

Continuous evaluation (40%): results obtained throughout the course by carrying out the practical activities that will be proposed in the class sessions and the development in group of a final work on the topics studied in the course.

Final examen (60%): with theoretical-applied content, to verify the degree to which the skills and knowledge have been acquired by the student. It is mandatory to do it and obtain a minimum of 4 points out of 10 in order to pass the subject.

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	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.)