

Course Syllabus

Name of course/module: FUNDAMENTOS DE LA EMPRESA

Year:2018/2019

Code: P954001102

Coordinating professor: Prof. Bruno Broseta Dupré, Ph.D.

Degree program: ADE-GLOBAL

School: Social Sciences

Languages: Spanish, English

The mission of Universidad Europea is to offer its students a holistic education, helping them become leaders and professionals capable of responding effectively to the needs of today's global world, adding value within their career fields, and contributing to social advancement through their entrepreneurial spirit and ethical integrity. We also strive to create and transfer knowledge through applied research, thus making our own contribution to progress and putting ourselves at the forefront of intellectual, scientific, and technological development.

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Annexes with detailed information on the <i>Campus Virtual</i>	¡Error! Marcador no definido.

1. Basic information on the course/module

ECTS	6
Credit type	Mandatory
Language	English
Delivery mode	Presential
Trimester/Semester	1 st Semester

2. Presentation of the course/module

A firm is an organization whose main objective is to generate value for its customers under the form of goods and services in the most efficient possible way (so as to minimize costs) and, in the end, to obtain profits. Firms can be very different and can operate in different industries or markets, but their management includes a series of basic functions as: Planning (decision making, strategic management, marketing,...), Organizing (structure and human resources), Leading (team management,...) and Controlling (finance and accounting). These processes are applied across the *different departments* of a business, which we shall introduce during the course. Finally, the digital revolution is deeply affecting the environment in which all firms operate, as well as their business models; innovation, creativity and change management become then essential.

The course is self-contained, and does not assume any previous knowledge on the part of the student in these areas, except for an elementary knowledge of business economics. However, because the content of the course is cumulative, regular class attendance is essential for you to learn and understand the material.

3. Competencies and learning outcomes

Core competencies:

- CB1: Students should demonstrate to have and understand concepts in a study area based on general secondary education and find themselves at a level corresponding to advanced textbooks, as well as with some frontier knowledge of their field of study.
- CB3 – That Students must have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature.
- CB5: Students have developed the learning skills needed to pursue further studies with a high level of autonomy.

Cross-curricular competencies:

- CT5: Ability to apply knowledge to practice, to use knowledge acquired in academic settings in situations as similar as possible to the reality of the profession for which they are being trained.
- CT6: Oral/Written communication: the ability to transmit and receive data, opinions and attitudes facilitating comprehension and action, being oral the related to words and gestures an written, through writing and graphical support.
- CT 10: Initiative and entrepreneurial spirit: Ability to start resolutely difficult or uncertain activities. Ability to anticipate problems, propose improvements and persevere until fulfillment. Preference for assuming and executing activities.
- CT15: Responsibility: ability to fulfill compromises with oneself and third parties when executing a task and trying to reach a set of learning objectives. Existing ability to recognize and accept the consequences of a freely adopted action.
- CT17: Teamwork: ability to integrate oneself and actively collaborate with other people, areas or organizations in pursuit of common objectives.

Specific competencies:

- CE1: Ability to know and understand the concept of business and entrepreneur and its role in a market economy.
- CE6: Ability to identify and understand the accounting function in a business and apply the available tools, and knowing its relationship to other departments.
- CE7: Ability to identify and understand the Human Resources function in a business and apply the available tools, and knowing its relationship to other departments.
- CE8: Ability to identify and understand the marketing and sales functions in a business and apply the available tools, and knowing its relationship to other departments.
- CE9: Ability to identify and understand the operations function in a business and apply the available tools, and knowing its relationship to other departments.

Learning outcomes:

- LO1: Acquire the ability to know and understand the basic concepts of a firm and its environment, the entrepreneur's role, and the key functions of the business (finance, marketing, operations, administration) and their interrelationships and synergies from the standpoint of the business model.

- LO2: Acquire the ability to analyze and research about the basic concepts of a firm and its environment, the entrepreneur's role, and the key functions of the business (finance, marketing, operations, administration) and their interrelationships and synergies from the standpoint of the business model.
- LO3: Acquire the ability to develop real cases and solve practical problems related to the basic concepts of a firm and its environment, the entrepreneur's role, and the key functions of the business (finance, marketing, operations, administration,...) and their interrelationships and synergies from the standpoint of the business model.

The table below shows the relation between the competencies developed during the course and the envisaged learning outcomes:

Competencies	Learning Outcomes
CB1, CE1,CE6, CE7, CE8, CE9	LO1
CB3, CE1,CE6, CE7, CE8, CE9	LO2
CB5, CE1,CE6, CE7, CE8, CE9	LO3

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

Type of Educational Activity	Number of Hours
AF1: Lectures	40 h
AF2:Autonomous Work	30 h
AF3: Oral Presentations	10 h
AF4: Case Analysis and Problem Solving	20 h
AF5: Visits/External Activities	5h
AF6: Team Activities	25h
AF7: Knowledge Tests	5h

AF8:Tutoring	15h
TOTAL	150 h

To develop the competencies and achieve the learning outcomes, you will have to complete the activities indicated in the table below:

Learning Outcomes	Learning Activity	Type of Educational Activity	Content
LO1	ACT1, ACT2	AF1, AF2, AF3, AF6, AF7	Chapter 1 – Introduction
LO1, LO2	ACT1, ACT2	AF1, AF2, AF3, AF4, AF6, AF7, AF8,	Chapter 2 – Environment: Context and Culture
LO1, LO2	ACT1, ACT2, ACT3, ACT4	AF1, AF2, AF3, AF4, AF6, AF7, AF8	Chapter 3 – The Firm in the Digital Era
LO1, LO2, LO3	ACT1, ACT2, ACT3, ACT4	AF1, AF2, AF3, AF4, AF6, AF7, AF8	Chapter 4 – Strategic Management Chapter 5-Marketing Chapter 6- Organization and HHRR. Chapter 7- Operations Chapter 8- Finance
LO2, LO3	ACT1, ACT2, ACT3, ACT4	AF1, AF2, AF3, AF4, AF5, AF6, AF7, AF8	Chapter 9- Creativity, Innovation and Change Management.

When you access the course on the *Virtual Campus*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

4. Monitoring and assessment

The following table shows the assessable activities, their respective assessment criteria, and the weight each activity carries towards the final course grade.

Assessable Activity	Assessment Criteria	Weight (%)
<i>ACT1: Classroom Lectures: attendance and participation</i>	<ul style="list-style-type: none"> Knowledge Test (Exam) 	45%
<i>ACT2: Cases and Problems (Individual and/or Team based): exercises, guided activities of</i>	<ul style="list-style-type: none"> Case Analysis and Problems 	15%

<i>business applications in different contexts</i>		
<i>ACT3: Project based Learning: Team Projects on business and entrepreneurship topics based on real cases.</i>	<ul style="list-style-type: none"> Papers/Projects 	15%
<i>ACT4: Individual or Group oral presentations of papers, projects, practical cases, flipped classroom,....</i>	<ul style="list-style-type: none"> Performance observation 	25%

When you access the course on the *Campus Virtual*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

4.1. First exam period

The grading policy for the semester is based on continuous evaluation so that if you fail in completing (totally or partially) any of the Assessable Activities above, the grade for the corresponding activity will be a 0/10, unless explicitly stated otherwise by the instructor on an individual basis. Make up exams will only be given in exceptional, duly justified occasions and when requested at least 24 hours before the exam date. Class attendance will be registered either through the technological devices set by the University or, alternatively, through the attendance registration mechanism determined by the instructor.

In order to pass the course in the first exam period, you will need to have a final weighted average grade of at least 5/10 across all Assessable Activities above, a minimum weighted average of 4/10 in the midterm and final exams and a class attendance of at least 50%. Should you fail to satisfy any of these three requirements, you will fail the course in this period.

4.2. Second exam period

Students who fail the course in the First Exam Period will be allowed a second opportunity in the following conditions:

- If the student failed the course because the minimum weighted average in the midterm and final exams was less than 4/10, she/he will have to take another final exam that will count for 50% of the grade. The rest of grades obtained during the course will be maintained.
- If the student failed the course because he/she did not assist to at least 50% of the lectures, the instructor will assign the student the exams, case studies/exercises and/or

written papers deemed necessary to pass the course under the weighted averages stated above.

- If the student failed the course because, possibly in addition to the above, he/she did not comply with any of the previous requirements, he/she will be assigned the remedial work needed to pass the course. All this work will have to be given to the instructor by the deadlines that will be set accordingly.

5. Bibliography

Here is the recommended bibliography, in addition to the materials assigned in class

- S. Robbins, D. DeCenzo, M. Coulter (2015), *Fundamentals of Management: Essential Concepts and Applications* (9th Ed.), Pearson
- D. Boddy (2017), *Management: An Introduction* (7th Ed.), Pearson

6. How to communicate with your professor

Whenever you have a question about the content or activities, don't forget to post it to your course forum so that your classmates can read it.

You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send him/her a private message from the *Campus Virtual*. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.

It's a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

7. Study recommendations

When you study at university, you need to plan and be consistent from the first week. It's very useful to exchange experiences and opinions with professors and other students, as this will help you develop core competencies such as flexibility, negotiating skills, teamwork, and, of course, critical thinking.

To help you, we recommend using a general method of study based on the following points:

- Study systematically and at a steady pace.

- Attend class and regularly check the course forum on the *Campus Virtual* so that you keep up to date with what's happening.
- Participate actively in the course by sharing your opinions, doubts and experiences relating to the topics covered and/or suggesting new topics of interest for discussion.
- Read the messages posted by your classmates and/or professors.

Active participation in physical and virtual classroom activities is of special interest and academic value. You can participate in many different ways: asking questions, giving your opinion, doing all the activities your professor suggests, taking part in collaborative activities, helping your classmates, etc. This way of working requires effort, but it will help you get better results as you develop your competencies.